MAY 12, 1958

THIRTY-FIVE CENTS

27TH YEAR

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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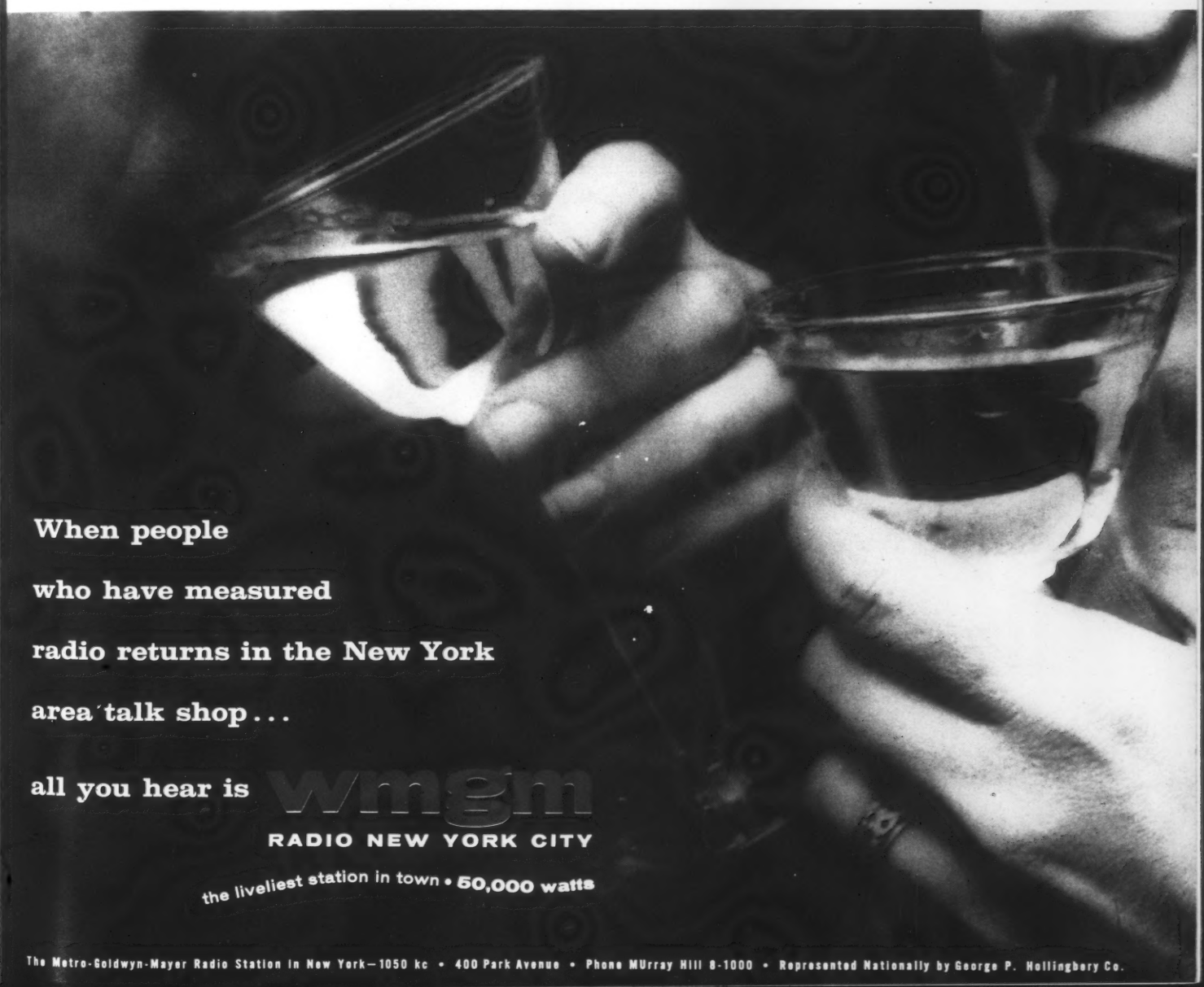

When people
who have measured
radio returns in the New York
area talk shop...
all you hear is wmgm
RADIO NEW YORK CITY
the liveliest station in town • 50,000 watts
The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc • 400 Park Avenue • Phone MUrray Hill 8-1000 • Represented Nationally by George P. Hollingbery Co.

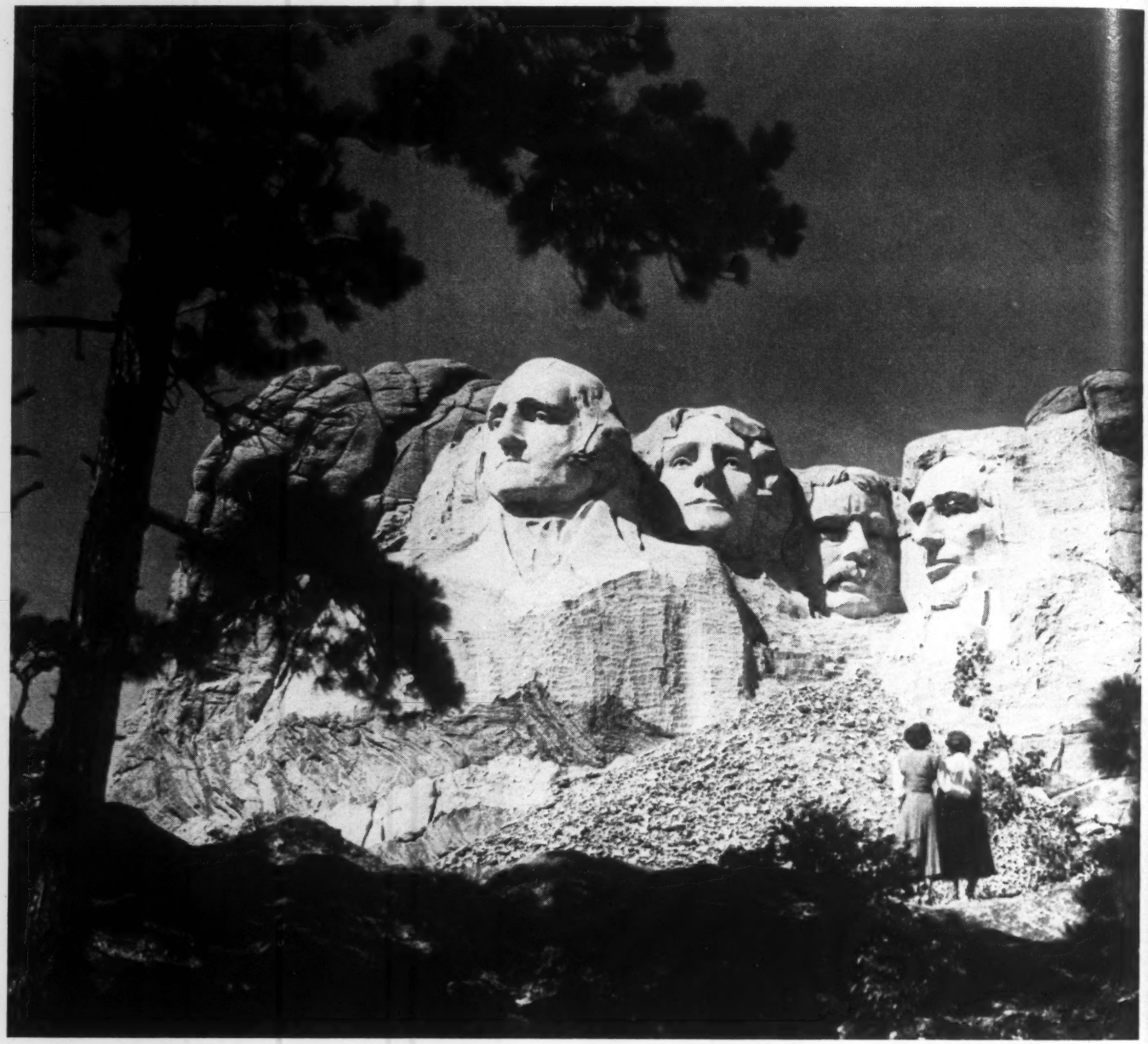


Photo courtesy Publicity Division, South Dakota Department of Highways

# Ever been to Mount Rushmore?

## 2½ million vacationers see it every year—and add $100 Million to Big Aggie Land's income

Nice country, this part of Big Aggie Land. There's famous Mount Rushmore in the Black Hills. The busts sculptured on the faces of this mountain are fantastic in detail and carved to proportion of men 465 feet tall. There are mountain trout streams, championship golf courses, resorts and ranches, the famous Badlands National Park, and outdoor camping sites. Yes, it's nice country. And 2½ million vacationers visit here every year.

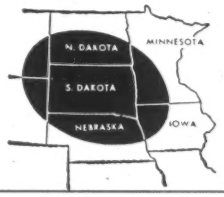
This tourist trade **adds** $100 million annually to the WNAX-570 market coverage area . . . a plus factor WNAX-570 delivers to advertisers. And radio **means** WNAX-570 in Big Aggie Land.

**America's 41st Radio Market**

Big Aggie Land is a major U. S. radio market even without the tourist bonus. WNAX-570 NCS #2 Market Coverage Area takes in 175 counties with 2,217,000 population, 609,590 radio homes and over $2,400,000,000 in annual retail sales. The NCS #2 Daytime Weekly Circulation ranks Big Aggie Land as the country's 41st market.

These are the facts on Big Aggie Land. This is the market covered by WNAX-570. Ask your Katz man for full details.

BIG AGGIE LAND



**WNAX-570**

**CBS RADIO • YANKTON, SOUTH DAKOTA**

People's Broadcasting Corporation

## "HEADquarters U. S. A."—in more ways than 600

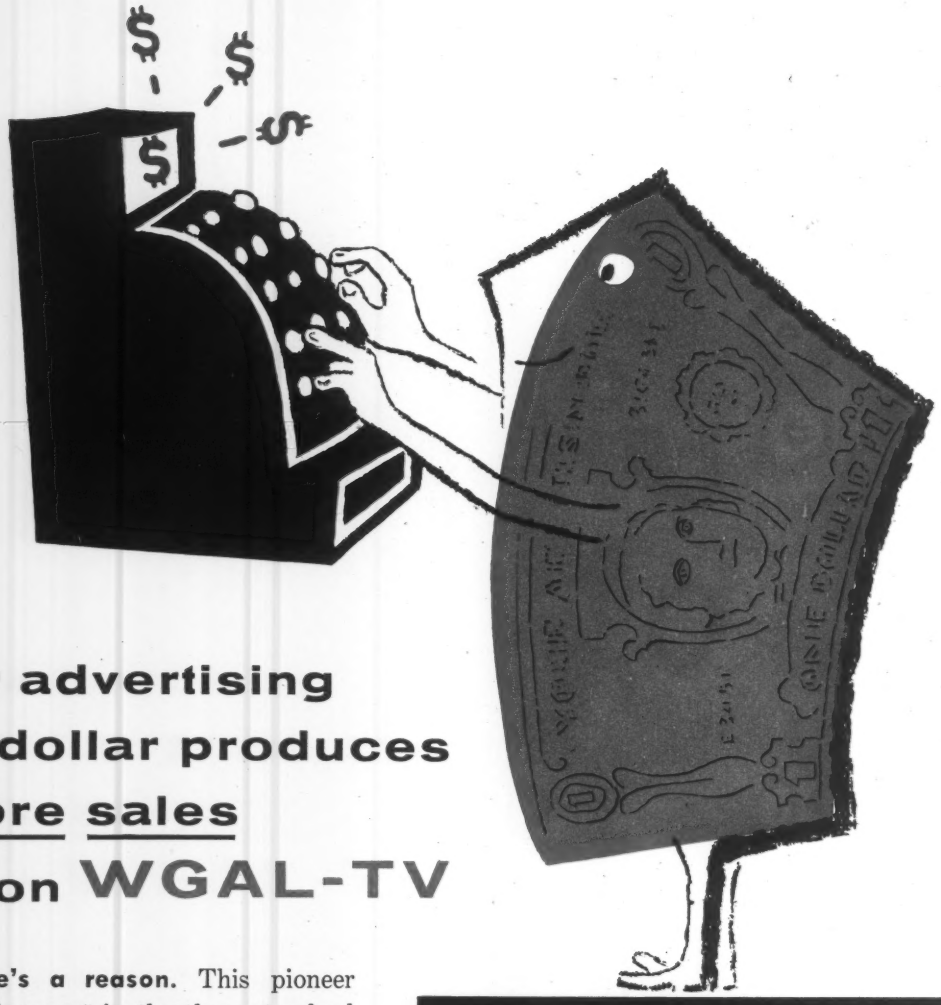
Washington has more feathers in its cap than just being capital of the federal government. From Air Transport Association to Wildlife Management Institute, some 600 national organizations have established their headquarters in the Metropolitan Area—48 in the last four years alone.* They are of every type—industrial and scientific, professional and social service, trade and labor. They employ 12,000 well-paid people. They appreciate the unique advantages that only Washington, of all cities, can provide. So will your radio schedule!

*This many-sided Washington has one thing in common—a desire for* good *radio fare that has made Station WWDC the preferred point on the dial. We have been first or a mighty close second in every PULSE of 1957 and thus far this year. We have a simple formula—to be a* listenable *station to our audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

**WWDC** *radio Washington*

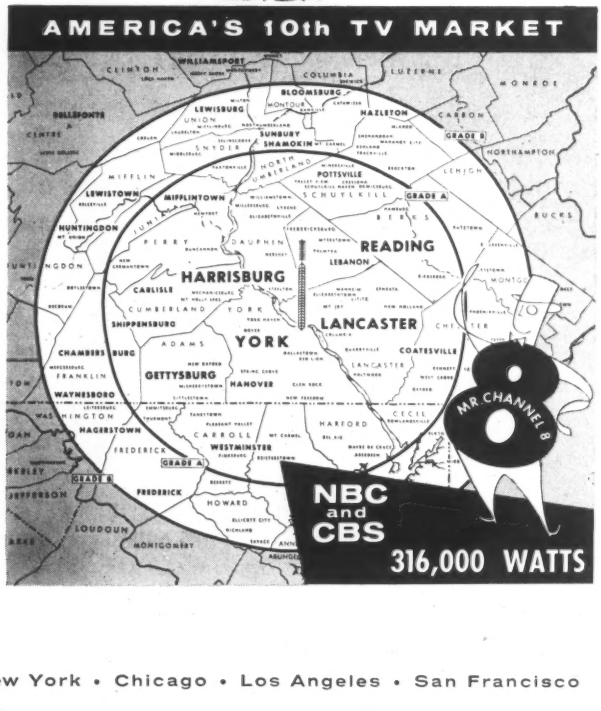
**Economic Development Committee, Washington Board of Trade* **REPRESENTED NATIONALLY BY JOHN BLAIR & CO.**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



## your advertising dollar produces more sales on WGAL-TV

**And there's a reason.** This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing *more*—on WGAL-TV




# wgal-tv

## LANCASTER, PA.

**NBC and CBS**

STEINMAN STATION • Clair McCollough, Pres.

*Representative:* The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

# closed circuit®

**BACK IN THE SADDLE** • House Legislative Oversight Subcommittee may make headlines again this week in investigation of FCC. Hearings begin Tuesday on comparatively non-newsmaking subjects—patents, with FCC Chairman John C. Doerfer and General Counsel Warren Baker to testify—but from there committee will go into station transfers and additional comparative tv cases, with minimum of two weeks set aside for hearings. Commission has received no notice of hearings beyond patent subject, nor had announcement been seen by committee members as of Friday.

•

*Since Robert Lishman took over as chief counsel of subcommittee after firing of Bernard Schwartz, one man on staff has spent full time in sales, "a whole lot of them." Subcommittee thinks it can show several applicants have been ruled unqualified for licenses by FCC and subsequently became licensees through purchases. Three committee investigators—Baron Shacklette, Oliver Eastland and Joseph P. O'Hara Jr.—have spent considerable time on road since Miami ch. 10 hearings closed compiling cases in additional original tv grants. Committee Chairman Oren Harris (D-Ark.) now is prepared to go ahead. Among cases known to be targets: Boston ch. 5, Pittsburgh ch. 4, Indianapolis ch. 13.*

•

**SHAPING UP** • Although new station rep firm doesn't officially open until next month, Bob Eastman's group of station clients is already beginning to take shape. It's understood those already set include DuMont's WNEW New York, one of nation's top independents, and presumably WHK Cleveland (subject to FCC approval of DuMont acquisition of WHK); also radio members of Balaban group: WIL St. Louis, WRIT Milwaukee and, again subject to FCC approval of transfer, KGKO Dallas. Some starting dates yet to be decided. Firm is Robert E. Eastman & Co. At outset it will concentrate primarily—but not necessarily exclusively—on radio representation.

•

*CBS-TV's separation of itself into two completely distinct divisions — CBS-TV Network and CBS-TV Stations* [NETWORKS, *March 17*]*—shortly will be extended right down the line. Plan is to establish separate departments for each division except in case of few very broad general service areas (probably legal, for example). Among those to be split: sales promotion and advertising, publicity, accounting, even engineering to certain extent. CBS-TV Stations Div. is headed by President Merle S. Jones; CBS-TV Network by President Louis G. Cowan. They're now in process of blueprinting separations, will announce as soon as it's squared away.*

**TONGUE-TIED** • WMAL-TV Washington having problem finding Congressmen willing to speak in favor of pay tv and/or pay tv test. Station, planning prime-time debate Friday, culled past issues of *Congressional Record* for any evidence of pro-pay sentiment, then issued invitations to appear. At weekend there were no takers. WMAL-TV deliberately avoiding vested interests on either side of pay-tv issue, will present commentator Joe McCaffery with analysis of both sides if no pro-pay speaker is found this week. It's first time in memory Congressmen have declined chance for free air appearance.

•

*Talk of moving tv to uhf spectrum area, revived at NAB convention, has also revived discussions on how to overcome acknowledged inability of uhf to cover large hilly and mountainous areas as well as vhf does. Higher power is one answer (uhf stations are authorized up to 5,000 kw maximum), but there is another potential solution which some engineers consider superior. This is multicasting—a system of blanketing a single large area with several low-powered stations, all broadcasting on different frequencies and all, presumably, owned by the same interest. Many years ago—in connection with fm—the suggestion was made that the same results could be achieved via polycasting, whereby several low power stations, all on same frequency, would be sited to cover the same area.*

•

**BACK TO SOURCE** • Thre's strong possibility that FCC will wind up Barrow Report hearings with the man responsible for it all: Dean Roscoe L. Barrow of U. of Cincinnati Law School. Dean Barrow was director of network study staff during two-year study and although assignment terminated last October has agreed to remain on call. Also being considered as "expert" witness is Dr. Jesse Markham, Princeton U. economics professor, who also was member of staff. Hearings resume May 19.

•

*Don't forget that although Barrow Report network hearing is due to be completed next week (it resumes May 19), major factor has not yet been issued—namely programming. That is still being worked on and writers are sweating over almost completed material on hand. However, best bet is report won't be ready until fall—virtually year from time basic document was issued.*

•

**ON SIDELINES** • Involved in programming question are allegations that network use option time to freeze out independent program sales to stations. This is key viewpoint of Justice Dept., which claims it has 60-odd affidavits to this effect. Eager Justice lawyers reportedly told Commission officials at meeting three weeks ago they are sure they could win criminal complaint against networks that option time (and must buys) are antitrust violations *per se*. However it was understanding that Commission would complete its network study before Justice moved.

•

*Television (network and spot) may be General Mills' choice medium in introduction of Hi-Pro, new premium-priced nutritive cereal* [ADVERTISERS & AGENCIES, *May 5*] *but spot radio is not being overlooked. Dancer-Fitzgerald-Sample, New York, last week started ordering stations for Hi-Pro spot campaign to begin June 1. This will supplement tv spot, running in approximately same number of markets —40 to 50 in eastern U. S.*

•

**GETTING IN GEAR** • Arbitron, ARB's instant-ratings system, got its first "real" workout last week, is expected to go into more or less regular use this week. First major test, last Tuesday night, measured audience of live heart surgery shown on WABD (TV) New York; it showed ratings boomed from 9.9 for *After Dinner Movie* at 9:45 to 23.1 for start of heart operation at 10 p.m. Tuesday measurements were based on Arbitron hookup of 50-60 homes. By sometime this week ARB hopes 150 New York homes will be linked, out of ultimate total of 300. ARB also plans to start distributing Arbitron reports to agencies and other prospects this week.

•

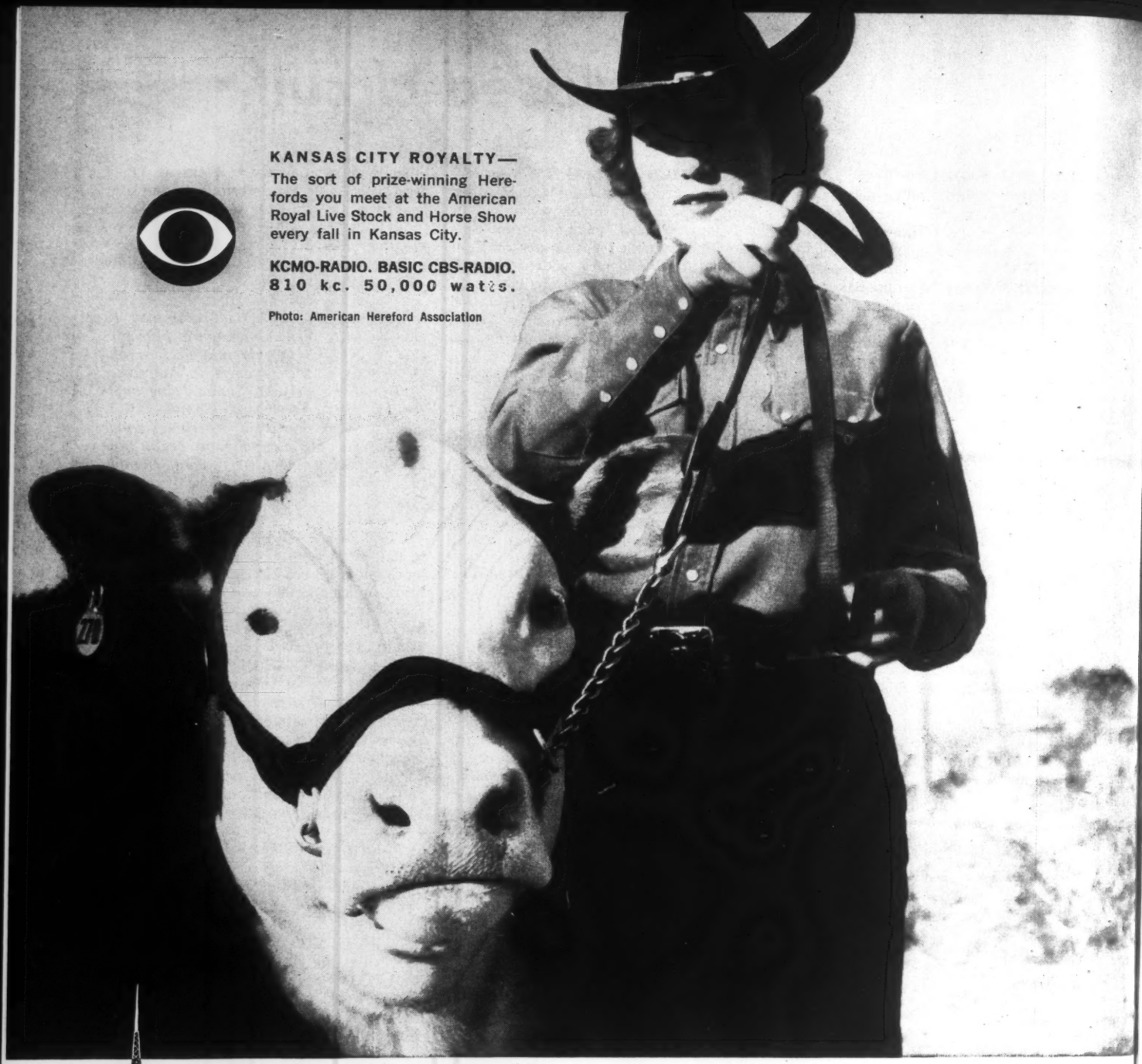
*Insiders report that Edsel Div. of Ford Motor Co. definitely will be in television next season. (Edsel has pulled out of* Wagon Train *on NBC-TV for next year, with Ford Div. moving in as participant.) Foote, Cone & Belding, Chicago, is agency.*

•

**COUNTDOWN** • While Secretary of Commerce Weeks has announced there will be no radio question in 1960 decennial census (see page 58), NAB is leading quiet effort to convince Census Bureau that economic importance of radio homes count requires inclusion on enumerators' forms. Association wants fm count in 1960, which would give first official figures for that medium. While Census will include tv homes in 1960 tabulation, NAB also insists separate uhf count is economic necessity.

•

*Helen Alvarez, who has disposed of her interest in KFMB-AM-TV and other stations in which she was jointly associated with J. D. Wrather (story page 9) intends to continue in broadcasting. She now reportedly is negotiating for several stations in whose management she would actively participate and would have associated with her in ownership one of Hollywood's leading personalities who already has broadcasting interests.*



**KANSAS CITY ROYALTY—**
The sort of prize-winning Herefords you meet at the American Royal Live Stock and Horse Show every fall in Kansas City.

**KCMO-RADIO. BASIC CBS-RADIO.**
**810 kc. 50,000 watts.**

Photo: American Hereford Association

# shake hands with the West

It begins in Kansas City—home of the American Royal, citadel of jazz, gateway to the Great Plains. And if you want a typically warm Western welcome, we suggest you give your product or service a voice on KCMO-Radio.

For KCMO-Radio (with 50,000-watt coverage in parts of four states) serves **all** the community.

How? With intelligent CBS network programming, colorful locally-originated shows, award-winning news and public service broadcasts.

The stakes (and steaks) are big in more-than-a-million Kansas City.

Ask anyone who's met the West on KCMO-Radio.

# KCMO-radio

Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

| | | | |
|---|---|---|---|
| KANSAS CITY | KCMO | KCMO-TV | The Katz Agency |
| SYRACUSE | WHEN | WHEN-TV | The Katz Agency |
| PHOENIX | KPHO | KPHO-TV | The Katz Agency |
| OMAHA | WOW | WOW-TV | John Blair & Co.—Blair-TV |
| TULSA | KRMG | | John Blair & Co. |

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

# THE WEEK IN BRIEF

**Prodigy With Problems**—Videotape, rapidly finding its place in tv scheme, starts developing union trouble. One-day strike in New York is first evidence of dickering that may go on for years. BROADCASTING sums up the situation. Page **31.**

**The Vtr Sell**—Video tape recording fever catches on in ad agencies as Mennen Co., Florists Telegraph Delivery Assn., to name but two advertisers, abandon live commercials for the taped variety. Page **32.**

**The Spectre of Community Tv**—Local antenna systems, once a cozy circulation gift, now pose threats to small-city and possibly big-city tv broadcasters. A report on the status of wired tv facilities and their impact on the broadcasting industry. Page **33.**

**How to Find an Agency**—Max Factor, in market for agency to replace Doyle Dane Bernbach July 1, puts applicants through 73-point screening questionnaire. Nelson Gross, Factor ad director, tells why. Page **41.**

**Spot Tv Fires Away**—Target is network television in The Katz Agency's new presentation to advertisers and agencies. Firm claims that "margin of efficiency" of spot tv over network has increased in only one year. Page **44.**

**Radiant Over Radio**—Fuller & Smith & Ross, New York, promotes use of network and spot radio through "package plan" resulting from two-and-a-half year agency study which cites the economies and effectiveness of sound-only medium. Page **46.**

**FC&B's New Tv Look**—By moving key broadcast executive into New York from its Chicago office, Foote, Cone & Belding plans to get closer to advertiser-agency-network bargaining table. For agency traditionally operating its offices virtually autonomously, new shift points up how television changes way agencies must do business. Page **48.**

**ASCAP Hit**—Roosevelt subcommittee raps music licensing group's compensation, election, grievance policies, recommends action by Justice Dept. Page **49.**

**No Opposition to FCC Member**—Bartley sails through Senate Commerce Committee hearing with flying colors; action on his and Cross' nominations may be forthcoming this week. Page **58.**

**No Radio Homes in 1960 Census**—Sen. Magnuson announces Census Bureau has eliminated radio from decennial census but will again include an accurate count of television homes. Page **58.**

**Network Tv Billing Up in Third Quarter**—In recession year, network tv gross time charges increase during January-March period over the same period last year. Page **62.**

**Nationals Getting Together**—National Telefilm Assocs. and National Theatres talking about "an association" between two companies. Page **68.**

**Rock 'n' Roll All Shook Up**—WINS New York disc jockey Alan Freed, indicted by grand jury in Boston. Meanwhile, Boston bounces r & r music from public auditoriums and cancellation of similar shows follows in other cities. Mr. Freed denies Boston charges. Page **72.**

**RCA to Sell Against Recession**—Stockholders hear of RCA's lowered earnings for this year's first quarter but at NBC, says President Burns, sales increased 10%. Page **78.**

**What's Good About Conventions?**—Plenty, judging by scientific poll of delegates at NAB convention in Los Angeles. The Pulse Inc. shows their likes and dislikes in survey conducted for BROADCASTING. Page **82.**

MISS ADAMS

**The Simple Virtues**—There's danger that too-elaborate tv commercials can smother your client's message, warns Bea Adams, Gardner Adv. v.p. and radio-tv creative director. The commercial which sticks to first principles (*The Big Promise* and *The Common Touch*) is likely to win out in long run, she says. It's in MONDAY MEMO. Page **113.**

## DEPARTMENTS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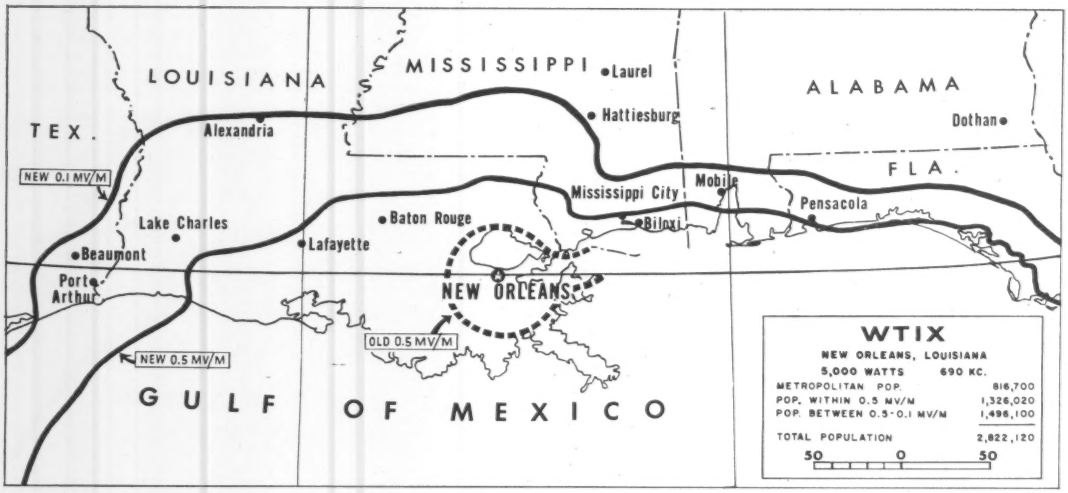
ABC AUDITED PAID CIRCULATION

ABP BUSINESS PAPER LEADERSHIP

**NOW!** *The New Orleans radio Station with 32.2% of the audience—***WTIX***—is*

# 20 times more powerful with 5,000 watts on 690 k.c.




It happened May 7th, at 6 p.m. WTIX took over the 690 spot on the dial,,and increased its power 20 times—to 5,000 watts. Result? Over 1,000,000 new listeners added! Now WTIX's 24-hour service extends over the entire Gulf area—from Texas to Florida. Now, more than ever, the *big* New Orleans buy is WTIX—the station which even before the change was more popular than the next 3 stations combined (Hooper), *and*—first in every daytime Pulse ¼ hour, *and*—first in 462 of all 504 Pulse quarters.* Talk 5,000 watts and 690 kc. to Adam Young . . . or WTIX General Manager Fred Berthelson.

** Jan-Feb., 6 a.m.-midnight*

**WTIX**
first . . . and getting firster . . . and now 20 times more powerful with
**5,000 watts on 690 kc.**
NEW ORLEANS

**STORZ STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

**WDGY** *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
**WHB** *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
**WTIX** *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
**WQAM** *Miami*
REPRESENTED BY JOHN BLAIR & CO.

# at deadline

## State, Justice Money Bills Clear House Appropriations Unit

Dept. of State and Justice fiscal 1959 money bill reported out Friday by House Appropriations Committee earmarking $101.7 million for USIA, of which $4.75 million is to be used for "acquisition and construction of radio facilities." Additional $3.59 million will be available to USIA from public funds, giving agency approximately $105 million requested by President. Agency received $95 million for current fiscal year.

Of $4.75 million allocated for new radio stations, $2.9 million will be used to complete construction of powerful land station in Greece to replace present transmitter aboard ship *Courier*. USIA, in previously secret testimony before committee last March, made known proposal to construct fm station on East German border because fm is unjammable. It reported receiving 332,416 letters as result of USIA broadcasts during 1957. Agency said Iron Curtain countries are spending $101 million yearly, more than cost of broadcasts, in jamming attempts.

Bill also appropriates $3.8 million to Antitrust Div. of Justice Dept., same amount requested by President and $15,000 over current appropriation. Committee said it hoped for "strong, vigorous and effective program of enforcement of the antitrust laws." Bill appropriates $229 million for fiscal 1959 to Justice overall, increase of $2.2 million.

## Kaufmans Leave Guild Films

Resignation of Reub Kaufman as chairman of executive committee and his wife, Mrs. Jane Kaufman, as director of Guild Films Co., New York, to be announced today (Mon.), coincident with election of President John J. Cole to Mr. Kaufman's former post. Two new directors include treasurer Arthur B. Lerner and sales vice president Irving Feld.

Messrs. Cole and Kaufman were founders of tv film firm. Mr. Kaufman, who retains stock interest, plans to remain in tv film field.

## DISTAFF PROMOTION

Calling all gray flannel-ettes (gals working at ad agencies, that is). WCBS New York is launching contest to find most attractive, unmarried female employe of recognized agency within stations' listening area. Send photograph with vital statistics to station at 485 Madison Ave., New York 22, before May 23. Prizes include $1,000 wardrobe from leading New York department store. Winner will be known as "Miss New York Radio."

## Short Heads P&G Productions; Giroux, Potter Also Advanced

Robert E. Short, associate manager of Procter & Gamble Productions Inc., Cincinnati, tv programming subsidiary of industry's largest advertiser, appointed manager of programming, it is being announced today (Mon.). He becomes top supervisory executive, assuming responsibility for all P & G programming activities. He succeeds Gail Smith, who resigned several months ago to become independent Hollywood tv producer. In other new assignments at P & G Productions, George R. Giroux, Hollywood, who continues to head west coast office, becomes manager of west coast programming, and Stanley C. Potter, Cincinnati, program supervisor, becomes associate manager of programming. Mr. Short joined P & G Productions in 1949. Messrs. Giroux and Potter joined P & G in 1952.

## D.J. Taken Up on Resignation

WINS New York Friday accepted resignation of d.j. Alan Freed, who was indicted by Boston grand jury last week for inciting riot, saying his letter of resignation "came as a complete surprise" to station management. At same time, WINS Vice President-General Manager H. G. (Jock) Fearnhead disclosed that station would "soften" its programming—that is, de-emphasize rock 'n roll musical fare.

Mr. Fearnhead said station's position in Freed case (see page 72) up to Thursday had been one "of a third party—and separate entity because the [Boston] incident involved the non-radio activities" of d.j. Freed. He stressed that Mr. Freed was not fired, although "in cases of this kind the public usually assumes that a person in trouble is fired."

## Wrather Buys Out Alvarez

Sale of interest of Helen Alvarez in KFMB-AM-TV San Diego, and KERO-TV Bakersfield, both California, to new corporation and dropping of litigation in U. S. District Court set for trial Aug. 5 were announced over weekend. Mrs. Wrather Sr. and Edward Petry, other owners of stations will hold stock in new company. Mr. Wrather also has acquired Mrs. Alvarez' 50% interest in Disneyland Hotel. Her interest in other properties in several states also will be purchased by group headed by Mr. Wrather. No price was given but transaction is estimated to exceed $2 million. Stations' transfer is subject to FCC approval Papers expected to be filed this week.

## Three Picked to Sub for Como

Talent trio will move into Saturday 8-9 p.m. slot on NBC-TV as summer replacement for Perry Como (June 14 through Sept. 16). Show will feature Bob Crosby, Gretchen Wyler and Helen O'Connell in Como-type variety show.

## BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 41.

**BIG BUY** • Buying continues this week for Warner-Lambert Pharmaceutical Co., whose Fizzies flavor tablet is invading 67 markets with minute participations in tv children's programming. Kicking off on or about May 19, 13-week drive will cover 130 stations plus. Lennen & Newell, N. Y., is agency.

**SUCCESSION SET** • J. Walter Thompson, N. Y., agency for Kraft Foods Div. of National Dairy Products Corp., has announced selection of advertisers and format for second half-hour show to replace *Kraft Television Theatre* Wednesdays on NBC-TV [CLOSED CIRCUIT, April 21]. In place of drama show, National Dairy will sponsor Milton Berle in live comedy in first half hour (9-9:30 p.m.) and filmed western, *Bat Masterson*, in second (9:30-10 p.m.). Sponsorship lineup: Kraft Foods for all of Berle; Kraft and Sealtest Div. co-sponsorship of *Masterson*. N. W. Ayer & Son is agency for Sealtest, which continues sponsorship of *Shirley Temple Storybook* on NBC-TV through remainder of this year.

**STILL IN MARKET** • Stop 'n Save Trading Stamp Corp., South Hackensack, N. J., for Triple-S savings stamps, launching 9-week radio daytime spot drive in more than 10 markets in Connecticut-New York-New Jersey area, starting late next week. Agency, Hilton & Riggio, N. Y., is still buying.

**NETWORK SHOPPERS** • Although pace of network tv fall buying has stepped up, there are still several shoppers for network buys. Among them: Remington-Rand typewriter (Compton Adv.), Helene Curtis (McCann-Erickson), Swift & Co., (McCann-Erickson), Shell Oil (Kenyon & Eckhardt), Pepsi-Cola, (K&E) and American Can Co. (Compton).

## Two Ams Sold: $115,000

Sales of WLBG Laurens, S. C., and WSTL Eminence, Ky., announced Friday by Paul H. Chapman Co., station broker. WLBG General Manager C. W. Hogan is buying 250 w daytimer on 860 kc from Charles W. Dowdy for $65,000. Mr. Dowdy has interest in WJOT Lake City, S. C. WSTL is being sold by J. W. Dunavent (owner of KEAR San Francisco) to local businessman S. A. Sisler for $50,000. Station is 500 w daytimer on 1600 kc.

# at deadline

## Read Tells Senate Committee Petrillo Is Robbing Musicians

Los Angeles musician Cecil F. Read took his fight against American Federation of Musicians and its president, James C. Petrillo, to Senate Friday. Mr. Read, who was kicked out of AFM while he was its Hollywood president in dispute over performance payments into union trust fund, told Senate Labor Subcommittee Mr. Petrillo's policies have "robbed the recording musicians of their wages."

Now chairman of AFM rival, Musicians Guild of America, Mr. Read charged trust fund payments have become "political device" to help keep Mr. Petrillo in office. He said employers of musicians, "notably NBC, RCA Victor Records, CBS, Columbia Records and Capitol Records, are now allied with Petrillo fighting court actions by musicians designed to end the trust fund arrangement. They have evidently arrived at a working relationship with Mr. Petrillo that they do not want disturbed," Mr. Read told subcommittee which is taking testimony on labor reforms.

## Court Rules for WKST-TV Ch. 45

U. S. Court of Appeals in Washington ruled Friday that WKST-TV New Castle, Pa., could retain ch. 45 even though FCC in 1956 approved redesignation of ch. 45 to hyphenated Youngstown, Ohio-New Castle, Pa. area. Unanimous three-judge court held that Commission was within rights in changing designation of ch. 45 and maintaining WKST-TV on frequency, even though WKST-TV ceased operating in 1955 but had retained cp and license application, and resumed in October 1957. Case appealed by ch. 73 WXTV (TV) Youngstown and Jet Broadcasting Co., both of whom wanted to apply for ch. 45. Court held WKST-TV still a New Castle station, even though transmitter near Youngstown and it identifies self as Youngstown-New Castle station.

## Piedmont Argument Postponed

Judge Bayard Rhone of Los Angeles Superior Court Friday postponed to May 19 argument on petition of Piedmont Publishing Co. for temporary injunction to prevent Mary Pickford Rogers and Buddy Rogers from disposing of stock in Triangle Broadcasting Corp., licensee of WSJS-TV Winston-Salem, N. C., prior to trial of Piedmont's suit against Mr. and Mrs. Rogers. Mary Pickford on Thursday answered Piedmont's claim that she failed to live up to her agreement to sell her Triangle stock to Piedmont by asserting she had accepted that in contract only on assurance it was designed for tax and other benefits and would not be exercised.

## Georgia Educators Make Bid For Waycross Commercial Ch. 8

Georgia Board of Education Friday applied to FCC for noncommercial educational tv station on commercial ch. 8 at Waycross, saying it has $418,000 to build station and $82,000 to operate it first year.

Multiple owner John H. Phipps is applicant for commercial tv outlet on ch. 8. He owns WKTG and WCTV (TV) Thomasville, Ga., and WPTV (TV) West Palm Beach, WTAL Tallahassee and WTYS Mariana, all Florida.

## NAB Starts Leadership Campaign

Leadership campaign of broadcasting industry, started by NAB with slogan "Learn —and Live," is designed to awaken public to need of placing more emphasis on attainments of intellect and skill, President Eisenhower was informed Friday in telegram signed by 260 radio and tv stations.

Telegram was sent in reply to Presidential message lauding campaign as "fine public service." Signers of telegram were stations that took part in "Learn—and Live" presentation April 30 at NAB Los Angeles convention.

## FCC Ruling Backs Its Counsel

FCC had said no to WTVW (TV) Evansville in its request that new Commission counsel be appointed to replace present FCC lawyer. Evansville ch. 7 outlet said current Commission counsel biased and unfair. Appeal to Commission came after examiner denied same petition. Commission, in affirming examiner's ruling, said burden of proof lies with Commission, therefore FCC counsel is only doing his job. WTVW is fighting FCC show cause order which would move ch. 7 from Evansville to Louisville and put station on ch. 31.

## KHON Goes on Auction Block

KHON Honolulu scheduled to be sold at public auction May 23. Station bought last October by Shirley Louise Mendelson for $75,000 after licensee went through involuntary bankruptcy in December 1956. Bidding expected to start at $50,000. Independent KHON broadcasts on 1380 kc with 5 kw.

## Democratic Panel Set for MBS

Former President Harry Truman will serve as quizmaster for special MBS *Political Quiz* program next Tuesday (May 20, 10:05-10:30 p.m.), as part of second annual Democratic Party Night. Described as "Humorous radio quiz show" by Democratic National Chairman Paul Butler, program will feature panel consisting of Mrs. Eleanor Roosevelt, New York Gov. Averell Harriman, Alabama Sen. John Sparkman and Oklahoma Rep. Carl Albert.

# PEOPLE

**JAMES G. COMINOS,** director of Needham, Louis & Brorby tv-radio department in Chicago, named vice president in charge of all tv-radio operations. **SCOTT KECK,** assistant director of department, named director.

**WILLIAM A. CHALMERS,** vice president in charge of Los Angeles office of Calkins & Holden, assigned to C&W's N. Y. office as vice president and account group supervisor. He is succeeded in Los Angeles by **ROBERT J. BLACK,** C&H vice president and west coast manager. Creator of tv shows such as *Ford Theatre, Victor Borge Show, Tom Corbett, Space Cadet* and others. Mr. Chalmers joined C&H in 1955 as L.A. manager and was elected vice president last year. Former agency associations: Campbell-Ewald, Detroit; Grey Adv. and Kenyon & Eckhardt, N. Y.

**EDWIN C. CHARNEY,** sales manager of Detroit office, Branham Co., station representative, elected vice president of company.

**DR. ALAN M. GLOVER,** general manager of RCA semiconductor and materials division since last March, elected vice president.

**C. THOMAS GARTEN,** commercial manager of WSAZ-TV Huntington-Charleston, W. Va., elected vice president. Fifteen-year veteran of WSAZ properties, he continues as assistant general manager of WSAZ Inc.

**IRA WOLFF,** sales promotion specialist, NBC-TV network sales, N. Y., named manager, sales promotion.

**DONALD JOHNSTONE,** formerly director of marketing and research, Burke Dowling Adams, N. Y., appointed director of research, Cohen & Aleshire, N. Y. He has been active in research field for more than 20 years, had been associated with Robert Orr, Bryan Houston, Benton & Bowles and other agencies.

**JACK HEIM,** sales engineer, Gem Automotive Distributors, Westport, Conn., to Associated Artists Productions as account executive in AAP's Warner Bros. division. He will cover Virginia and Carolinas.

**CHARLES R. LONGSWORTH,** marketing executive, Campbell Soup Co., today (Mon.) joins Ogilvy, Benson & Mather, N. Y., as account executive.

**ROBERT E. LITTLE,** account executive, Benton & Bowles, to J. M. Mathes Inc., N. Y., in similar capacity.

**JERRY SUSSMAN,** formerly with Gore, Smith & Greenland, to copywriter, Wexton Co., N. Y.

**BILL GOODWIN,** 48, veteran network announcer, found dead in his car Friday, apparently of heart attack. He had stopped car at roadside outside Palm Springs while driving to L.A. Survivors include wife, Philippa Hilber, and four children.

# YOUNG & RUBICAM, INC.

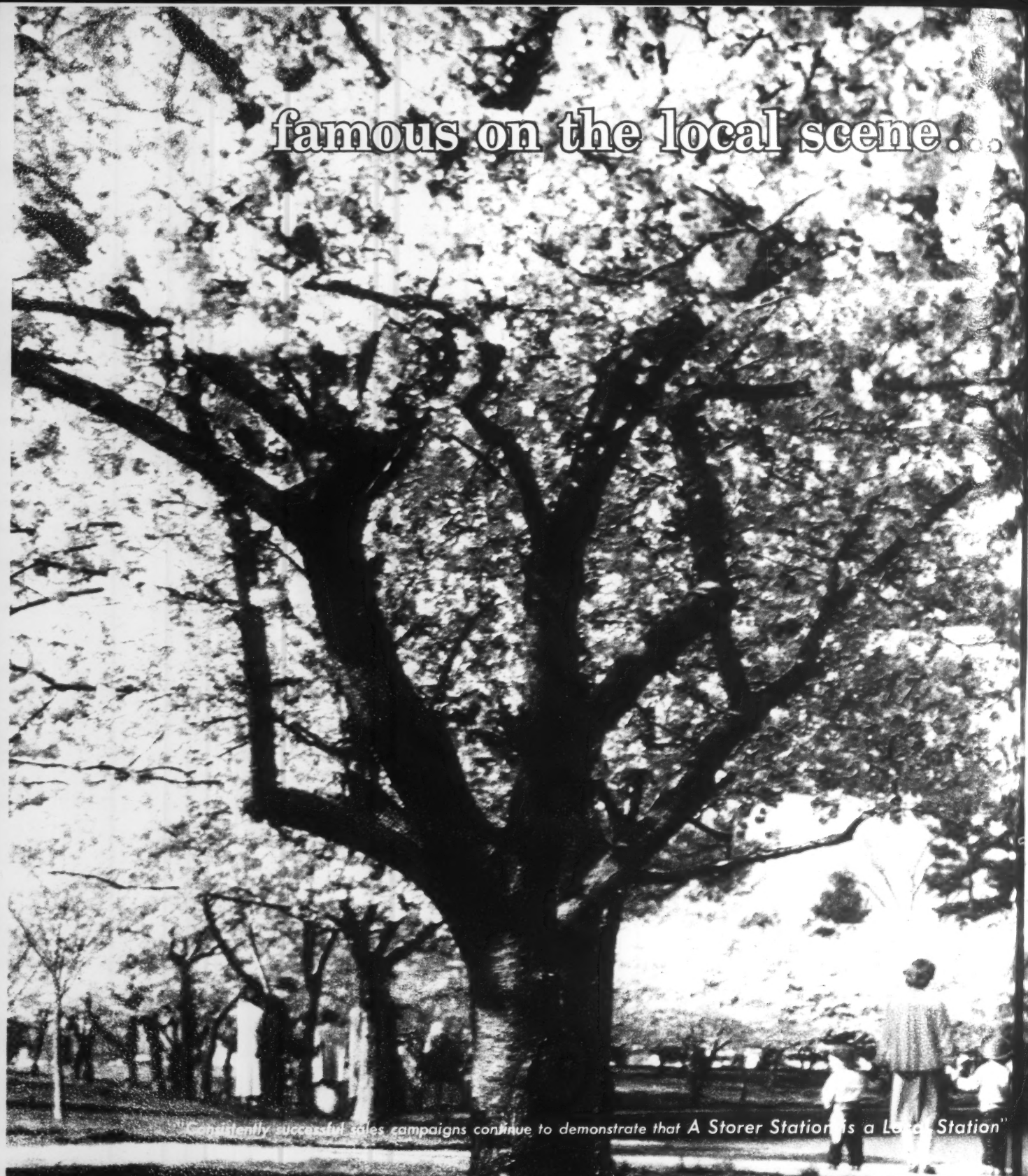
*Advertising*

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS

## Tinker to Evers to Slattery*

** When it comes to the writing, art direction and production of TV commercials, there shouldn't be any such word as Chance.*




"Consistently successful sales campaigns continue to demonstrate that A Storer Station is a Leader Station"

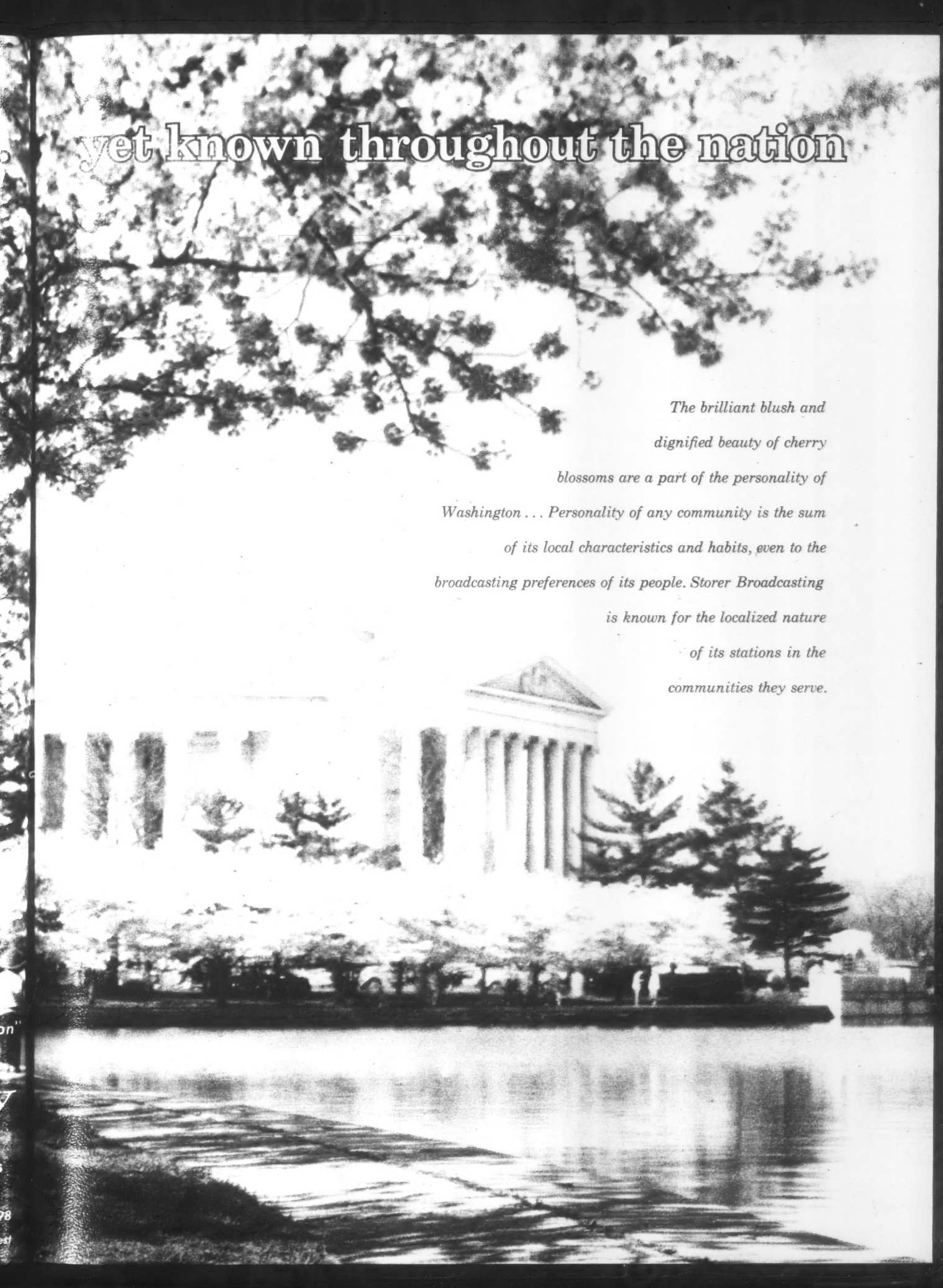
# Storer Broadcasting Company

STORER BROADCASTING COMPANY

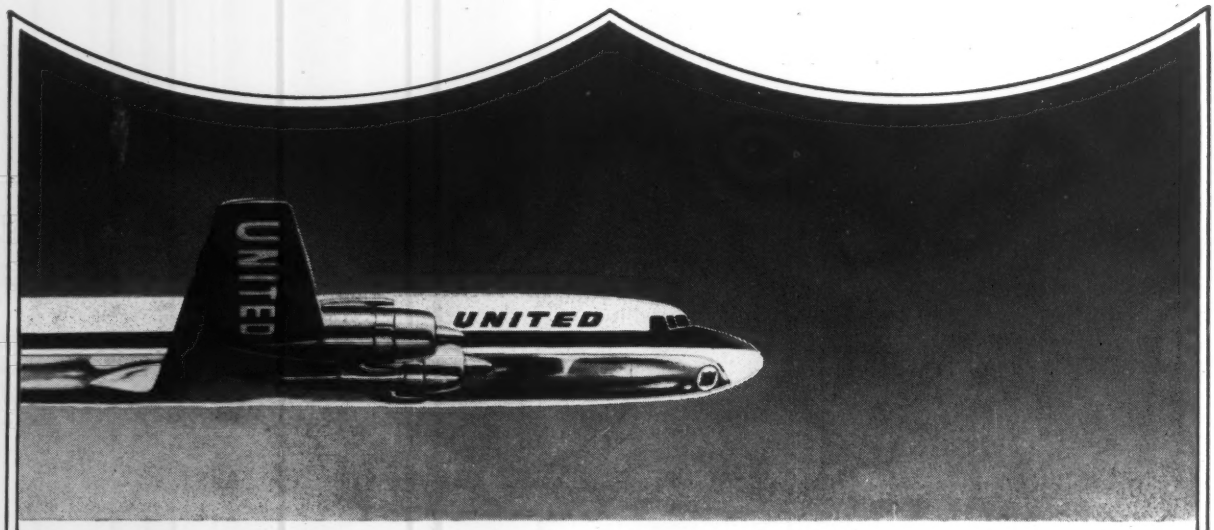
| | | | | |
|---|---|---|---|---|
| WSPD-TV Toledo | W[illegible]-TV [illegible]land | WJBK-TV Detroit | WAGA-TV Atlanta | WVUE-TV Wilmington-Philadelphia |
| WSPD Toledo | WJW Cleveland | WJBK Detroit | WIBG Philadelphia | WWVA Wheeling | WAGA Atlanta | WGBS Miami |

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Reprints of this advertisement available upon request



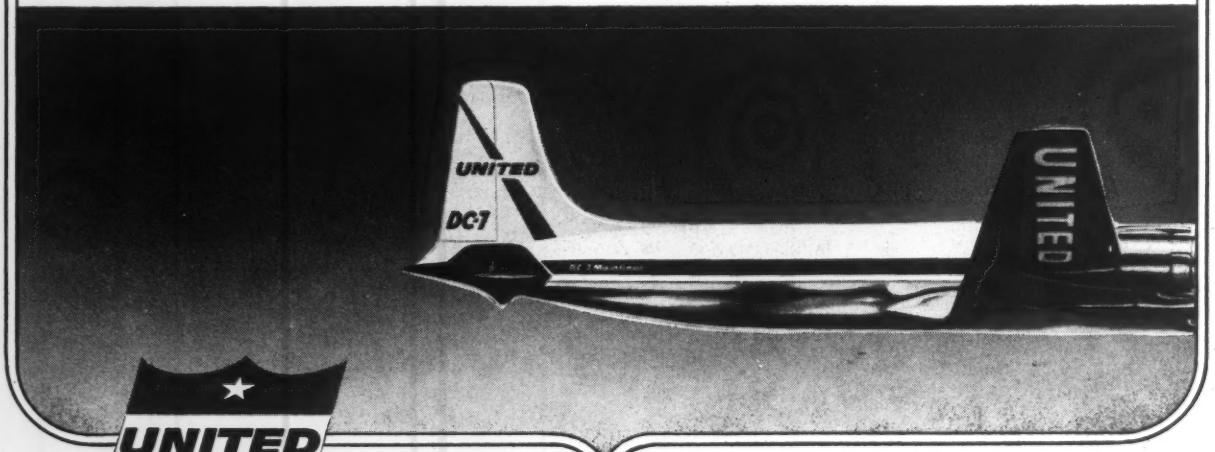

*The brilliant blush and dignified beauty of cherry blossoms are a part of the personality of Washington . . . Personality of any community is the sum of its local characteristics and habits, even to the broadcasting preferences of its people. Storer Broadcasting is known for the localized nature of its stations in the communities they serve.*




*NONSTOP NEW YORK TO THE COAST, ONLY UNITED OFFERS*

# LUXURIOUS "RED CARPET" SERVICE ON THE NATION'S FASTEST AIRLINER

Six-mile-a-minute DC-7 service. Restful, gracious cabin appointments. Superb meals and a club-like lounge. Snack trays. Personalized attention that's friendly and prompt. This is United's famed Red Carpet* Service—extra luxury at no extra fare. With this important plus: you enjoy the smooth on-time reliability of Mainliners® equipped with weather-mapping radar. For reservations or information, call United or your authorized travel agent.




UNITED AIR LINES

*FLY UNITED—THE RADAR LINE*

***Red Carpet** is a service mark owned and used by United Air Lines, Inc.

## REPORT CARD 1958

Nowadays, when any crumb on education is of compelling interest, it is hard to say how many thousands of words ABC-TV's classroom pictures are worth. Last Monday's *Report Card 1958* on six pioneer movements in public education was an absorbing essay.

The battery of senior correspondents who led the filmed tour of six classrooms across the country handled their job intelligently, providing stimulating live comment. But the show belonged to the young scholars and that unseen hero, the photographer. The hour was filled with irresistible shots of youngsters who seemed unaware of being watched.

Nowhere did the mechanical excellence of *Report Card 1958* detract, however, from the point being made, that the U. S. educational system is developing new approaches to meet changing educational needs. ABC-TV's constructive approach to the question was pointed up by John Daly's observation that some of the experiments in reading, languages, sciences and other facets of the primary-secondary curriculum pre-date Sputnik I by as many as five years. There were no grades on the *Report Card*, only some glimpses of what is being done from the tv classes of Hagerstown, Md., to special classes for "able" children in Portland, Ore., and points between.

Before the space era dawned last fall, it's possible that such a documentary might not have made it as a Monday evening show. Last week it looked like logical programming for prime time, pre-empting regular shows. The session bears repeating. Moreover, if ABC were to supplement the report from time to time, it would be welcome viewing and as much a cultural contribution as was the May 5 program.

*Production costs: Approximately $25,000. Sustaining on ABC-TV, May 5, 7:30-8:30 p.m. EDT.*

*Producer: Mary Laing, ABC News and Public Affairs Dept.; director: Marshall Diskin; film director: Robert Northshield. Commentators: John Daly, vice president in charge of news; Quincy Howe, ABC, New York; John Secondari, Washington bureau chief; Edward P. Morgan, Robert Fleming, ABC, Washington, and Don Goddard, roving correspondent.*

## SEEN AND HEARD

That was a delicious-looking dish *Kraft Theatre* served up last Wednesday evening —the commercial for Blue Cheese Gelatin salad, that is. The stuff that surrounded the commercial—Phil Reisman Jr.'s adaptation of Bret Harte's classic short story, "The Outcasts of Poker Flat"—left this corner totally unsatisfied. To make a short story long is one of tv's major vices. The beauty of Harte's little morality play lay in its brevity and irony; what came out of the Talent Assoc. wash was standard soap opera —virtue rewarded, sin redeemed.

A revised modus operandi as regards commercials may be in order for NBC-TV's *Jack Paar Show*. Said network ought to be wished as much new business as it can possibly accept, but someone should use a bit more discretion in scheduling this polyglot of spots. Nothing can be more disconcerting than to see an urbane conversation between two adults—e.g., Jonathan Winters and actress Tilli Losch—cut off abruptly by a word or two or three from the sponsor. Such inflexibility might please the second-conscious advertiser and his agency—until both realize that viewer antagonism never sells.

## COLORCASTING®

### The Next 10 Days of Network Color Shows (all times EDT)

**CBS-TV**

**May 13, 20** (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

**NBC-TV**

**May 12-16, 19-21** (3-4 p.m.) *Matinee Theatre*, participating sponsors.

**May 12, 19** (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

**May 13** (8-9 p.m.) *Eddie Fisher-George Gobel Show*, RCA Victor and RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

**May 14, 21** (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods through J. Walter Thompson Co.

**May 15** (7:30-8 p.m.) *Tic Tac Dough*, RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

**May 15** (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

**May 16** (10-11 p.m.) *Jerry Lewis Show*, Oldsmobile through D. P. Brother.

**May 17** (8-9 p.m.) *Perry Como Show*, participating sponsors.

**May 17** (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco through BBDO.

**May 18** (7-7:30 p.m.) *My Friend Flicka*, sustaining.

**May 18** (8-9 p.m.) *Steve Allen Show*, S. C. Johnson & Son through Needham, Louis & Brorby, U. S. Time Corp. through Peck Adv. and Greyhound Corp. through Grey Adv.

**May 18** (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

**May 20** (8-9 p.m.) *George Gobel-Eddie Fisher Show*, RCA Victor and RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.


IN 6 MONTHS:
NOW 8th NATIONALLY!

8th (from 19th) among all CBC shows! Outrates "Have Gun Will Travel", "Dinah Shore", "Disneyland", etc.

**Network rating higher every rating period, now 41.0!**

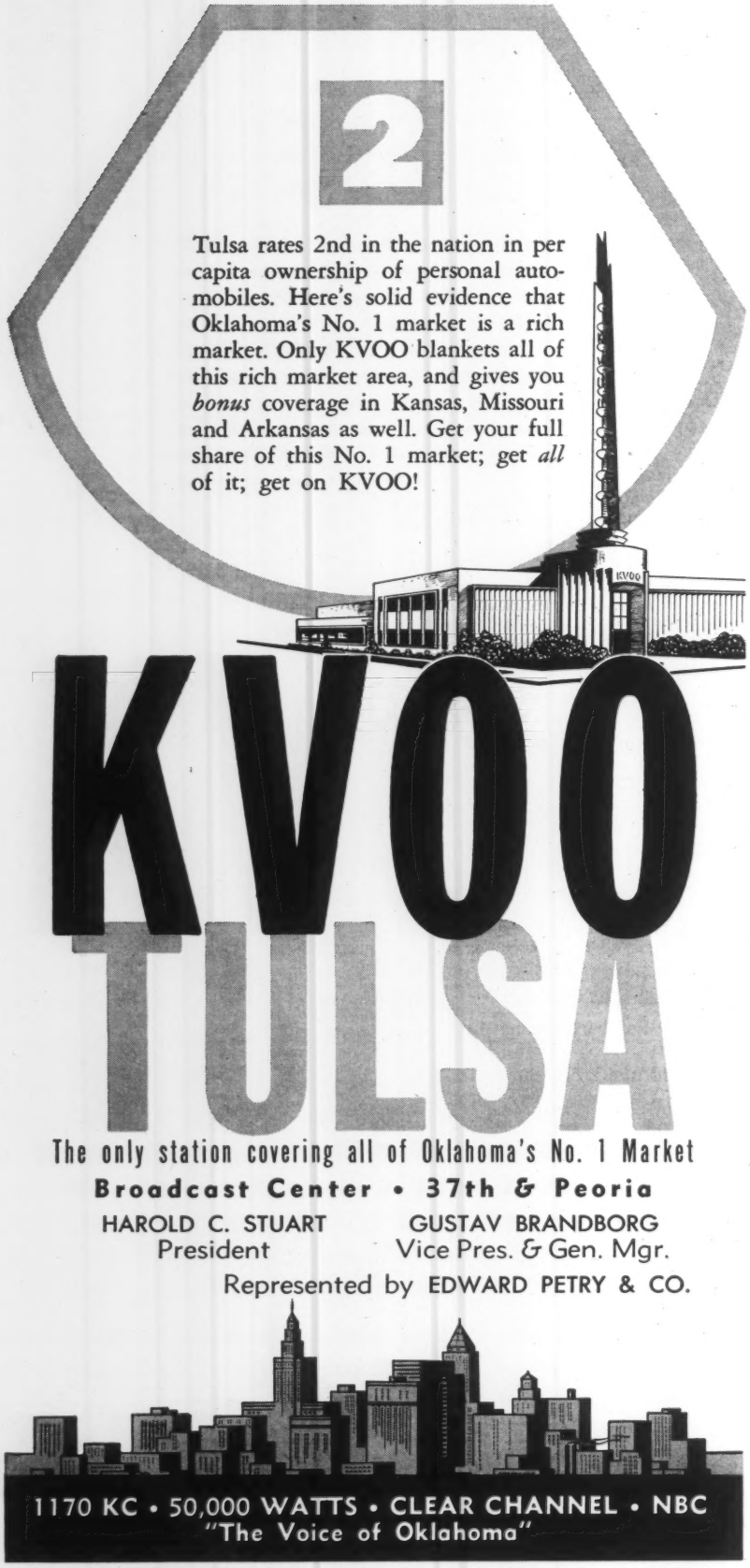
**21% increase in homes reached!**

**30% increase in viewers!**

Pre-tested as popular movie and through dozens of famous Saturday Evening Post stories, TUGBOAT ANNIE helps Lever Brothers Limited of Canada win friends and influence sales. Lever Brothers' success story gives proof of greater profit than ever for you in your own market. Of course, the American premiere market showing is swamping all competition too!

*the adventures of*
TUGBOAT ANNIE

tpa
TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100


2
Tulsa rates 2nd in the nation in per capita ownership of personal automobiles. Here's solid evidence that Oklahoma's No. 1 market is a rich market. Only KVOO blankets all of this rich market area, and gives you *bonus* coverage in Kansas, Missouri and Arkansas as well. Get your full share of this No. 1 market; get *all* of it; get on KVOO!
KVOO
TULSA
The only station covering all of Oklahoma's No. 1 Market
Broadcast Center • 37th & Peoria
HAROLD C. STUART
President
GUSTAV BRANDBORG
Vice Pres. & Gen. Mgr.
Represented by EDWARD PETRY & CO.
1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC
"The Voice of Oklahoma"


## OPEN MIKE

### 'Outstanding'

EDITOR:

. . . Keep on publishing what we consider to be the outstanding publication in the field.

*Charles V. Skoog Jr.*
*President*
*Hicks & Greist, New York*

### Extra Copies for JWT

EDITOR:

"Taking the Mystery Out of Ratings" [ADV. & AGENCIES, March 10] . . . is most useful and interesting. If at all possible we would like very much to secure six copies for use within the office.

*John S. Lingman*
*Director of Radio & Tv*
*J. Walter Thompson Co. Ltd.*
*Toronto, Ont.*

**[EDITOR'S NOTE—Copies sent.]**

### Primer Makes Interesting Reading

EDITOR:

Thank you for the interesting J. Walter Thompson primer on ratings [ADVERTISERS & AGENCIES, March 10]. We found it very enlightening.

*Philip N. Krasne*
*Gross-Krasne Inc.*
*Hollywood*

### 'So Many' Not the Criterion

EDITOR:

Congratulations on the fine interview with John Blair [STATIONS, April 28]. We certainly agree that Mr. Blair's opinions are held in high esteem. . . .

However, we would respectfully like to disagree with Mr. Blair, who opined that a representative organization "has to be large, well-staffed and well-equipped to do the job demanded of it under today's conditions." We don't feel that we have to have the "so many" that the large rep has, but we do have to be as good, and even try to be better in some ways. . . .

*Edward J. Breen*
*Breen & Ward*
*New York City*

### Hodges vs. R&R: Round 4

EDITOR:

I won't debate musical taste with Buzz Hodges [MONDAY MEMO, April 14] because music criticism is not my business any more than it is his. But I will say that the holier-than-thou yak about rock and roll has no more place in the advertising business than a discussion of the political, cultural and intellectual standards of newspapers, magazines or tv.

The bald fact is that a successful radio station that plays popular music (which at the moment includes rock and roll, just as it used to include hot jazz, crooning and swing) has a much larger adult audience than teen-age audience. They buy the

# For The First Time in History

A 250 WATT LOCAL INDEPENDENT IN THE TOP 50 MARKETS HAS

## $500

to the first three time buyers (from nationally recognized agencies) who send us an air mail letter identifying us . . .

## More Total Listeners

THAN ANY STATION IN ITS MARKET, INCLUDING A 50,000 WATTER, SOMETIME EVERY DAY . . . SEVEN DAYS A WEEK, ACCORDING TO THE LATEST NIELSEN.

***FIRST PRIZE . . .*** **$250.00**
***SECOND PRIZE . . .*** **$150.00**
***THIRD PRIZE . . .*** **$100.00**

# WHO ARE WE?

ANSWER WILL APPEAR IN JUNE 9th ISSUE OF BROADCASTING

# *There's more to Florida...*

*Source:*
*ARB, November 1957:*
*total homes reached*

*Florida is always a big surprise to visitors. Not its climate. Not its natural wonders, nor its unusual marine life. But its galloping economic expansion, particularly in northern Florida. One indication: in ten years, the number of "home office" insurance employees in Jacksonville has increased 750%.*

## ...and to WMBR-TV!

*Key to the entire northeast Florida-south Georgia area is WMBR-TV, Jacksonville's dominant sales medium. ARB shows that throughout its area WMBR-TV maintains a total-week average lead of 131% over the competing station. This dominance results in fantastic values. Two nighttime ID's available recently (but not for long!) garnered a total rating of 91.5. Total viewer impressions: 758,900. Cost per thousand viewer impressions: 24 cents! And with 46 of the top 50 shows on WMBR-TV, adjacencies like these are the rule rather than the exception. Easy to see why advertisers find there's so much more to . . .*

Channel 4, Jacksonville – **WMBR-TV**

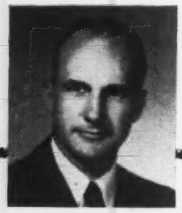
An Affiliate of the CBS Television Network

Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

# Put Your Money Where the Buying Is

by
Bert Ferguson
Exec. Vice-President,
WDIA



Ask any of our advertisers, "Why WDIA?" and you'll get the same answer: WDIA SELLS THE MEMPHIS NEGRO MARKET AS NO OTHER MEDIUM CAN!

Here are some facts you need to know about this big buying audience.

**LARGEST NEGRO MARKET IN U.S.A.**

WDIA, with the only 50,000 watt transmitter in this area, reaches 1,237,686 Negroes. Almost one-tenth of the nation's total Negro population! More than the combined Negro populations of New York plus Detroit plus Cleveland plus St. Louis . . . with the overwhelming earnings of $616,294,100 last year. A vital economic factor in Memphis, the Negro is elevating his standard of living, his income, his buying power.

According to a 129-city survey, Memphis ranks first in ratio of total Negro income to total white income, with $28.79 of Negro income for every $100 of white income. Quite a contrast with New York—where the ratio is $6.59 for every $100, and Chicago—with $7.89 for every $100!

**HIGH VOLUME—SALES RESPONSIVE!**

This Negro market spends an average of 80% of their income on consumer goods; last year bought 61.3% of the flour sold in Memphis . . . 52.7% of the hair tonic and dressing . . . 47.9% of the sugar . . . 45.1% of the household waxes and polishes. Small wonder that WDIA consistently carries a large year-in, year-out list of advertisers that includes:

BAYER ASPIRIN . . . BREAST O'CHICKEN TUNA . . . BRUCE WAX AND POLISH . . . COLGATE-PALMOLIVE COMPANY . . . CONTINENTAL TRAILWAYS . . . GENERAL FOODS CORPORATION . . . GROVE LABORATORIES . . . KROGER STORES

Negroes make up 40% of the Memphis market! And, before it buys, this big Memphis Negro market *listens*—to WDIA!

Low Negro newspaper readership and television ownership mean that you can't reach the Memphis Negro effectively with these media.

**WDIA ALONE DELIVERS IT!**

More than a radio station to its loyal audience, WDIA is an institution—an integral part of their daily lives. WDIA combines unmatched personal appeal, hard-hitting salesmanship and powerful coverage—to sell the largest Negro market in America!

In Memphis, the Negro listens to WDIA—then buys! Gold can't buy that kind of loyalty, but *you* can!

Write us today for facts and figures . . . success stories in your field!

**WDIA is represented nationally by John E. Pearson Company**

*EGMONT SONDERLING, President*

*HAROLD WALKER, Vice-President, Sales*




merchandise sold by Hodges' clients who, I am sure, are not as concerned as he is with restricting sales to musically-pure customers.

Modern radio is a community service that gives the public—yes, the adult public—what it wants in popular music, news and other services and has built community loyalty and response.

*Duncan Mounsey*
*Executive vice president-general manager*
*WPTR Albany, N. Y.*

EDITOR:

I would like permission to reprint Ernest J. Hodges' article on rock-and-roll radio in its entirety. This is the finest single article I have read on the subject of music in radio, and I would like to see it get the widest possible dissemination.

*Joseph S. Sample*
*President*
*KOOK-AM-TV Billings, Mont.*

**[EDITOR'S NOTE: Permission granted.]**

EDITOR:

As a d.j., let me lend my voice to the current rock and roll controversy. It seems that a lot of stations are banning rock and roll just because it is rock and roll and because *adults* don't like it.

What segment of the audience are we trying to capture? The 40-to-60-years-olds? Or Mr. and Mrs. America whose ages range from 18 to 35 and who are just starting to furnish the house, buy that tv set and the many other appliances needed to start housekeeping. . . .

The emphasis should be on a well-balanced show. And let's face it: rock and roll is here to stay. So why not incorporate it into the show?

*Frank G. Macomber IV*
*WFTR Front Royal, Va.*

## Seconds Seavey Sentiments

EDITOR:

Your coverage of the clear channel case in the April 21 BROADCASTING should be considered *must* reading for every professional broadcaster who is interested in the future of our industry. Surely, it should be evident that permitting class II stations to transmit on clear channel frequencies would only further clutter the already overcrowded am broadcast band. I submit that Mr. Hollis Seavey of the Clear Channel Broadcasting Service has correctly concluded that higher clear channel power is "the sole means of improving service."

*Richard L. Spears*
*Division Manager*
*WRVA-TV Richmond, Va.*

## Others Doing It, Too

EDITOR:

I read the story where Storz stations are using a new rate policy [STATIONS, April 28]. . . . Most, if not all, of the Philadelphia stations have been using this policy for years.

*William B. Caskey*
*Executive vice president*
*WPEN-AM-FM Philadelphia*

# UPCOMING

**May 11-14:** Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal.

**May 15-16:** North Carolina Broadcasters Assn., Southern Pines.

**May 15-16:** Nebraska Broadcasters Assn., Scottsbluff.

May 15-16: International Advertising Assn., annual convention, Hotel Roosevelt, New York.

May 17: UP Broadcasters of Indiana, Sheraton-Lincoln Hotel, Indianapolis.

**May 19-20:** Illinois Broadcasters Assn., of Springfield.

May 19-21: National Retail Merchants Assn., sales promotion division, national convention, Palmer House, Chicago.

May 20: Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee.

**May 21-23:** Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

May 22: Magnetic Recording Industry Assn., distribution congress, Conrad Hilton Hotel, Chicago.

May 23: Connecticut Broadcasters Assn., Waverly Inn, Cheshire.

May 24: Florida UP Broadcasters-Telecasters Assn., Silver Springs.

**May 26-28:** American Management Assn., annual packaging conference, Hotel Statler, New York.

**May 26-30:** National Packaging Exposition, New York Coliseum, New York.

May 28-29: Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

**June**

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs, Hotel Banff, Alta.

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

June 7: UP Broadcasters of Connecticut, Colonial House, Hamden.

**June 8-11:** Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 14: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

June 19-20: Virginia Broadcasters Assn., Tidewater Inn, Irvington.

**June 19-21:** Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

**June 19-21:** Florida Assn. of Broadcasters, Colonial Inn, St. Petersburg Beach.

**June 22-28:** Advertising Assn. of the West, annual convention, Vancouver, B. C.

**July**

July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.

**August**

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texoma Lodge, Lake Texoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV Michigan State University, East Lansing.

**Aug. 13-16:** Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

**Aug. 19-22:** Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif.

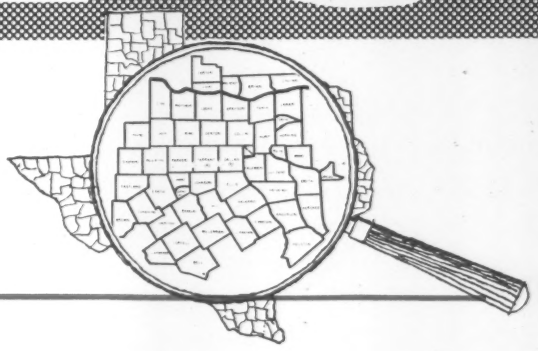
Aug. 26-27: Georgia Broadcasters Assn., St. Simons.

**September**

Sept. 5-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.

**Sept. 21-24:** L'Assn. Canadienne de la Radio et de la Television de Langue Francaise, Alpine Inn, Ste. Marguerite, Que.

# BIG



## BIG COVERAGE

WBAP-TV blankets the rich North Texas and Southern Oklahoma territory. When you buy WBAP-TV, you buy 2,735,300 people, living in 844,200 households in 48 Texas and 5 Oklahoma counties.

## BIG SPENDERS

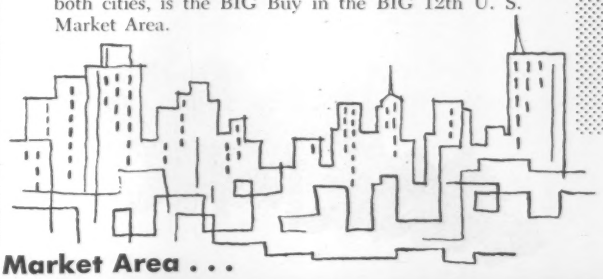
With 4½ BILLION dollars in their jeans, these folks comprise one of the richest markets in America. Look at these figures:

| | |
|---|---|
| Effective Buying Income (1957) - | $4,436,534,000 |
| Total Retail Sales (1957) - - - - - | 3,448,461,000 |
| Effective Buying Income Per Family | 5,243 |
| Retail Sales Per Family - - - - - - | 4,085 |

SOURCE: Sales Management, 1958 Survey of Buying Power

## BIG CITIES

Primary coverage includes two of Texas' four largest cities . . . the metropolitan areas of Fort Worth and Dallas. WBAP-TV, with BASIC NBC for North Texas and top-rated local programming aimed at both cities, is the BIG Buy in the BIG 12th U. S. Market Area.



**Buy the BIG Station in the BIG 12th U. S. Market Area . . .**

# WBAP-TV CHANNEL 5

## BASIC NBC FOR NORTH TEXAS

AMON CARTER, Founder | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

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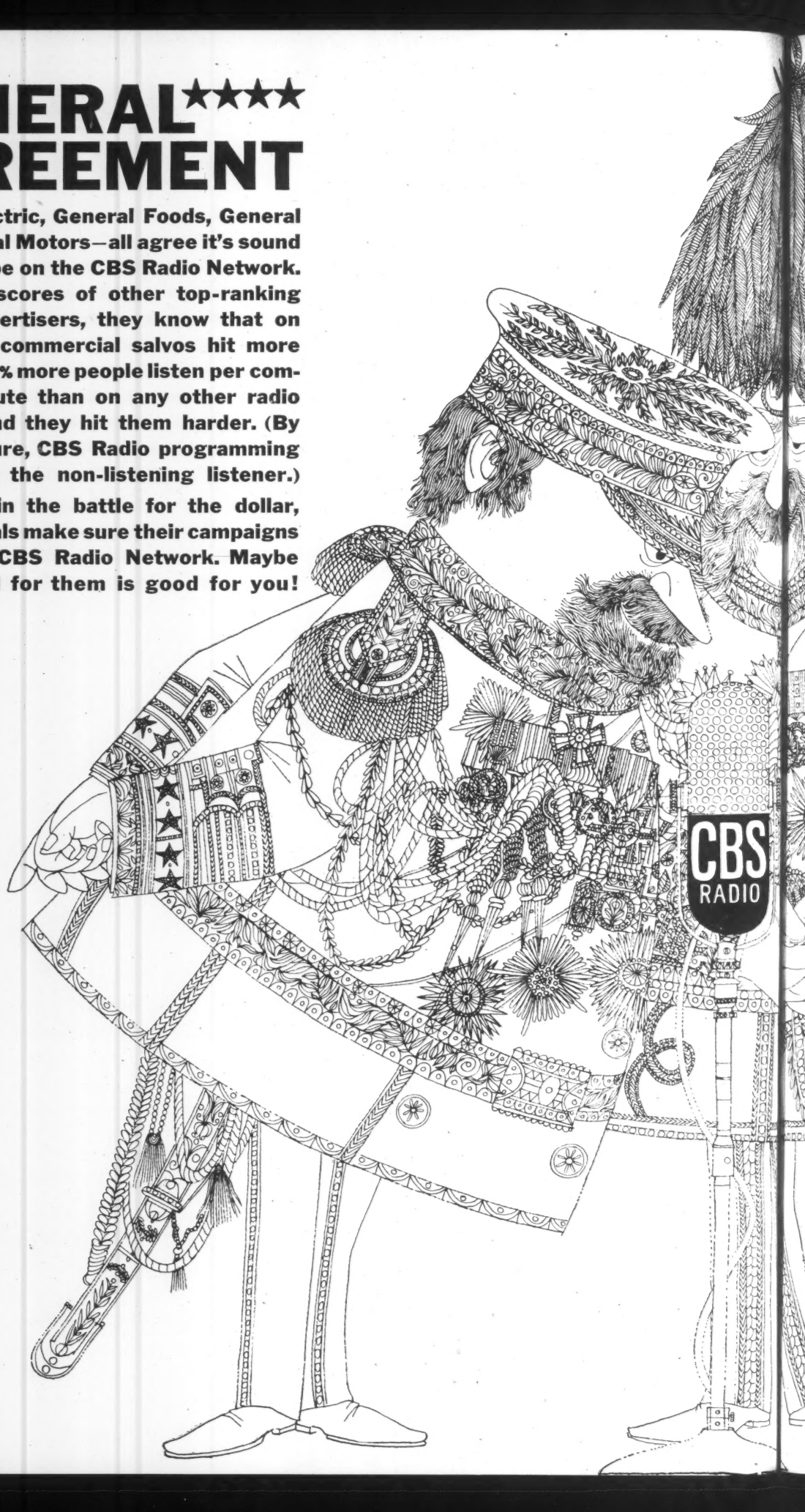

*You get better pictures with Du Pont film*

*KBET's chief cameraman Paul Meeks filming a commercial on Du Pont Type 930 film. At the desk is news director Hank Thornley.*

# "930 and 931 give us high speed with no loss of quality"

***reports Paul Meeks, chief cameraman at KBET-TV, Sacramento, California***

"The exceptional latitude and speed of Du Pont Rapid Reversal Film are the main reasons why we've used it since we went on the air in 1955," Mr. Meeks tells us. "And quality is never sacrificed; in fact, we prefer the quality of Du Pont 930 and 931—both picture and sound—over other films."

Station KBET-TV must give newsreel coverage to political events, court and legislative hearings where special lighting is barred. "Often we haven't time to take a meter reading," says Mr. Meeks. "We count on the speed and exposure latitude of Du Pont film. It hasn't let us down yet. Proof of the film's quality," he concludes, "came on a recent assignment when we finished shooting at 4:45, rush-processed the film for the evening news show at 5:30. Even with fast processing, a single 16 mm frame was good enough to blow up to 4 x 5 for the newspapers the next morning."

If you need speed and latitude for your motion pictures, and can't afford to lose quality, there's a Du Pont film for you. Contact the nearest Du Pont Sales Office, or write for more information to Du Pont Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware.

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# LETTER FROM THE EDITORS

JOE WALLIS is a crack Western Union operator. For the past eight years he has been assigned to the toughest news transmission jobs in Los Angeles.

But, as he said later, he never had a tougher job than the one he did for BROADCASTING during the NAB convention. On two days, April 30 and May 1, Joe moved nearly 30,000 words of copy over a special Western Union circuit between Los Angeles and BROADCASTING's headquarters.

The picture above was made in BROADCASTING's own news room in the Los Angeles Biltmore hotel. At the time Joe still had about 5,000 words to go to complete his filing of copy which seven of BROADCASTING's veteran editors had written—on the scene.

All that copy, plus other stories and pictures which were sent by air courier, appeared in BROADCASTING May 5—while the news was still news.

Joe Wallis may have been surprised by the workload which BROADCASTING gave him, but BROADCASTING readers were not. They have become accustomed to expect, week after week, complete, meaningful and *fast* coverage of the dynamic developments of television and radio.

THE editors of BROADCASTING count it their job to live up to reader expectations and, whenever possible, exceed them.

Covering hard news like the NAB convention or the convention of the American Assn. of Advertising Agencies the previous week [for full, on-the-scene report see BROADCASTING, April 28] is only part of BROADCASTING's job. The rest of it is best described as digging out stories which cannot be discovered without expensive editorial research.

Stories of that kind appear frequently in BROADCASTING. One of them, we are happy to announce, just won an Award of Merit in the Fourth Annual Jesse H. Neal Editorial Achievement Awards of the Associated Business Publications.

The Neal awards are given for distinguished examples of business journalism among the 160 member publications of ABP. Only publications whose circulation is audited by the Audit Bureau of Circulations are eligible for ABP membership.

The BROADCASTING winner was a major article describing the huge influence which talent agents wield in television. It was jointly produced by Rufus Crater and Bruce Robertson, senior editors, Florence Small, agency editor, and Frank Model, assistant editor. The story took two months of research in an area never before explored by a magazine. It occupied 14 pages of the BROADCASTING issue of Oct. 21, 1957.

As regular readers expect, BROADCASTING has other articles of similar significance in preparation for future issues. Meanwhile, we'll be keeping the Joe Wallises busy at keyboards all over the U. S., filing the news which our editors report wherever the news is breaking.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
*1735 DeSales St., N. W. Washington 6, D. C.*

**PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE**

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

*name* *title/position**
*company name*
*address*
*city* *zone* *state*
*Please send to home address — —*

* Occupation Required

# ADD the CALIF.-ORE. TV TRIO

**& sell one of the top 70 markets with *exclusive* VHF coverage.**

| Standard Metropolitan County Areas: | Population: | U.S. Rank: |
|---|---|---|
| Richmond, Va. | 370,100 | 60 |
| Knoxville, Tenn. | 363,700 | 61 |
| Nashville, Tenn. | 362,900 | 62 |
| Wheeling, W. Va.-Steubenville, Ohio | 358,700 | 63 |
| **California-Oregon Trio** | **356,330** | |
| Flint, Mich. | 342,500 | 64 |
| Grand Rapids, Mich. | 330,000 | 65 |
| Salt Lake City, Utah | 329,800 | 66 |
| Charleston, W. Va. | 326,700 | 67 |
| Wilmington, Del. | 326,500 | 68 |
| Fresno, Calif. | 325,500 | 69 |
| Tulsa, Okla. | 323,500 | 70 |
| Harrisburg, Pa. | 323,000 | 71 |
| Canton, Ohio | 316,800 | 72 |
| Wichita, Kan. | 313,700 | 73 |

THREE MARKETS—ONE BILLING

KIEM TV 3—Calif Eureka | KBES TV 5—Oregon Medford | KOTI TV 2—Oregon Klamath Falls

**MARKET FACTS**

| | |
|---|---|
| Population | 356,330 |
| Families | 115,760 |
| Tv Families | 94,898 |
| Retail Sales | $485,803,000 |
| Consumer Spendable Income | $610,357,000 |

**for CALIF.-ORE. TV TRIO**
**THE SMULLIN TV STATIONS**
**call Don Telford, Mgr.**
**Phone Eureka, Hillside 3-3123**
**TWX EK16**

or ask BLAIR Television ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.


# OUR RESPECTS

## *to Proctor Arnold Sugg*

Shortly after P. A. (Buddy) Sugg joined NBC as vice president of the company's Owned Stations and NBC Spot Sales Div. on April 1, he outlined his objective in this rather cryptic fashion:

"I can't remember any horse which ever finished second in the Kentucky Derby."

From 1945 until last month, Mr. Sugg was the guiding hand that directed the broadcasting activities of the Oklahoma Publishing Co. During his stewardship, the broadcast operations expanded from ownership of WKY-AM-TV Oklahoma City in 1945 to include WSFA-TV Montgomery, Ala., and WTVT (TV) Tampa, Fla.

Proctor Arnold Sugg was born in Rocky Ford, Colo., on June 29, 1908. Shortly thereafter his family moved to Marysville, Calif. Following graduation from high school, he worked at various odd jobs, including a stint in the Northern California vineyards.

A boyhood interest in radio and electronics led Mr. Sugg into the broadcasting business. He went to San Francisco in 1929 and joined KPO as a control room engineer. He thereafter climbed to various engineering posts and by 1940 was supervisor of engineers for NBC in San Francisco.

In 1940 Mr. Sugg was called up from the Reserves for duty with the Navy that lasted five years, during which he advanced from lieutenant (j.g.) to captain and received numerous decorations for his combat and administrative services. He was aboard the battleship *California* when it was sunk at Pearl Harbor, managed to swim safely to shore despite the bombardment, and assisted in disaster operations.

During his tenure in the Navy, Mr. Sugg started the Pacific Fleet Radar School at Pearl Harbor and was later assigned to the Massachusetts Institute of Technology to evaluate electronic equipment used by the fleet. Other assignments included tours of duty on the staff of the Chief of the Naval Bureau of Aeronautics and the staff of the Naval Air Technical Training School in charge of Navy radar, radio and electrical training.

In December 1945 Mr. Sugg was hired by E. K. Gaylord, president of the Oklahoma Publishing Co., as manager of WKY. He later assumed direction of the additional broadcasting properties which the company organized and acquired.

Mr. Sugg's forte is said to be an ability to organize and to delegate authority. He is a direct, outspoken individual who avoids fancy, highblown phrases and communicates forcibly in down-to-earth language. He holds strong convictions on the role a radio or tv station should play in a community, which he summarizes as follows:

"A station should perform a service to the *public*. This does not mean necessarily service to professional organizations, which have tremendous resources at their disposals. It could mean a campaign for facilities that are needed in a particular community, behind which the station could place all of its resources for a long-term campaign."

He cites as an example the intensive (and successful) campaign conducted by WKY-AM-TV to establish an eye cornea bank in Oklahoma City. He believes that in each community over the country there is at least one unique project a station can adopt and hopes that some of the NBC-owned stations can utilize their facilities for such undertakings.

He intends to give managers of NBC-owned stations "the widest latitude" in day-to-day operation and envisions his role as one of providing general policy information and guidance. For the past month, Mr. Sugg has been visiting the NBC-owned radio and tv stations and is favorably impressed with the organizations at his command. Mr. Sugg views his expanded responsibilities as "a great challenge."

He is an avid-reader of non-fiction, enjoys golf, fishing, boating, skeet and trap-shooting. Mr. Sugg has served for many years as a member of the NBC Affiliates Committee, the Broadcast Pioneers, Society of Television Pioneers and the Freedom of Information Committee of the NAB. He was a founder of the Assn. of Maximum Service Telecasters.

Mr. Sugg is married to the former Betty Ross of Hillsboro, Calif. They have a married daughter, Mrs. Nancy Brown, and three grandchildren. The Suggs are making their home in Manhattan until they decide on a more permanent location.

"That," said Mr. Sugg, living up to his reputation for delegating authority, "is Mrs. Sugg's department."

There may be many ways
to use adhesive bandages...
but there's only one way
to use the BAND-AID trade-
mark correctly...please say

# BAND-AID
TRADEMARK
## Adhesive Bandages

Remember—all adhesive bandages are *not* BAND-AID Adhesive Bandages! "BAND-AID" is actually a trademark . . . one of the most widely known in the world . . . recognized in more than 50 countries.

It means Johnson & Johnson, not the name of a product . . . and it refers to a *whole family of products made only by Johnson & Johnson.*

The "BAND-AID" trademark is always followed by the product name, i.e. BAND-AID Plastic Strips, BAND-AID Plastic Tape, BAND-AID Butterfly Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products and we hope you will continue to do so. But when you do, won't you please use the *full name* correctly?

Johnson & Johnson

*The most trusted name in surgical dressings*

# A new standard of performance for color television systems...

# The **RCA TM-21** Color Monitor

This new color control monitor is a reference standard for evaluating the quality of color television pictures from any source. Providing the most precise and brilliant color picture available . . . this new monitor accurately reproduces the scene *as the camera sees it.*

**QUALITY CONTROL OF COLOR PROGRAMMING**—The TM-21 is used in Color Camera Chains, Switching Systems, Master Control and Transmitting Control for monitoring color picture quality. It is the basic instrument for checking registration, shading and deflection linearity . . . color fidelity of the entire TV system . . . chroma to monochrome ratio . . . color phase or hue adjustments.

**BEST POSSIBLE COLOR**—When used to display color pictures in clients' rooms and executive offices, the TM-21 lets the station put its "best color foot forward." Clients will be impressed by the bright, high definition picture.

**COLOR ACCURACY AIDS PROGRAM PRODUCTION**—Production departments can use the new monitor for accurate continuity control of color programming. Producers and directors will get a true color picture of what's happening on the set. Costume and background colors can be seen in proper relationship. Lighting can be accurately evaluated, production aided.

**SIMPLIFIED MONITOR ALIGNMENT**—Initial adjustment is extremely simple. Built-in test switch reduces set-up time to minutes. Screen grid selector switch provides quick viewing of primary colors.

**LONG-TIME STABILITY**—Once set up, monitor adjustments "hold." Extra stability has been designed into brightness, contrast, decoder, convergence, and linearity circuits.

---

Get maximum return from your color TV investment! Ask your RCA Broadcast and Television representative for further information on the new TM-21 Color Monitor. In Canada: Write RCA VICTOR Company Limited, Montreal.

## Check these additional technical features:

- Feedback techniques and precision components provide long-term stability.
- Automatic brightness tracking for color balance.
- Convergence circuits designed for rapid setup.
- DC restoration at black level, stabilized by feedback.
- Stabilized diode demodulators.
- All components and tubes easily accessible.
- Automatic wide-band operation during monochrome picture intervals.
- Stabilized black level shows effects of pedestal adjustments, aids close control of color in picture low-lights.

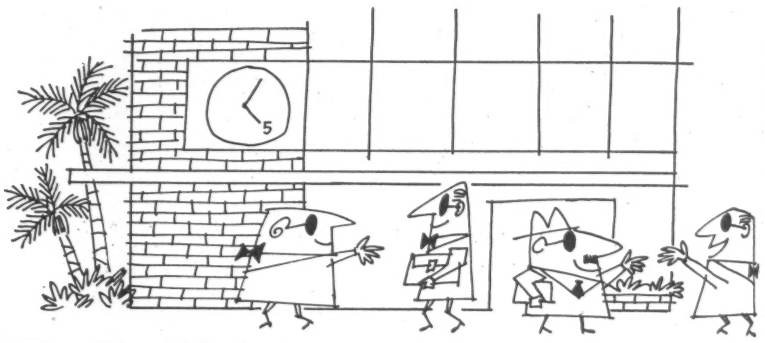
RCA

Tmk(s)

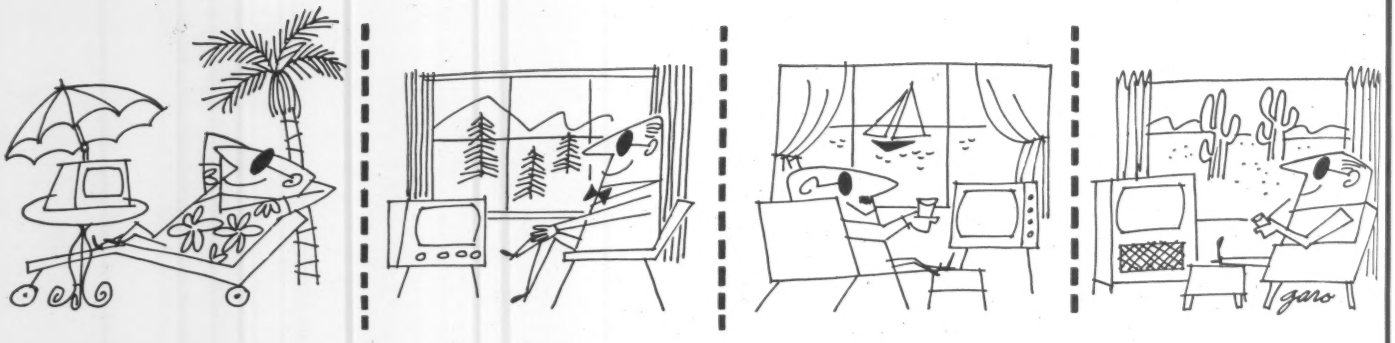
**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.



# ANGELENOS



# ARE DIFFERENT...

They're more community centered. In the 4,866 miles of mountains, valleys, desert and seashore comprising the Greater Los Angeles market*, there are 71 incorporated cities and more than 100 booming un-incorporated communities. "Downtown" has been replaced by 1200 "Super-Shopping-Centers." And each one does an annual gross of more than $20 million!

**SO IS KRCA!** It's the one station that's programmed to hit all Angelenos right where they live. With KRCA you can reach all of these communities in 10 seconds. That's why LUX SOAP PRODUCTS used KRCA *exclusively* when they wanted to make a big new sales impression on community-loving Los Angeles.

**KRCA CHANNEL 4 • LOS ANGELES—SOLD BY NBC SPOT SALES**

*Los Angeles and Orange Counties. To be sure, KRCA covers the communities of *five* Southern California counties, with 2,300,000 TV homes.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 19 MAY 12, 1958

# VTR: PRODIGY POSES SOME PROBLEMS

- **Labor starts getting restless as videotape finds its stride**
- **Controversy may occupy bargaining tables for next five years**

Videotape, only a promise in the spring of 1956, was a reality last week. The broadcasting industry could look around to see (1) all national tv networks relying on VTR to whip the daylight time quandary, (2) 37 stations either equipped or about to be for tape production and broadcast, (3) national advertisers beginning to use tape for their commericals.

Strengthening the reality was the first cloud on the VTR horizon: a one-day strike of 5,000 technicians who want to establish jurisdiction over the new technique. It was this latest portent which captured the attention—and concern—of those to whom videotape is a major factor of the future.

To pin down the facts and dispel the fancies about this developing controversy, BROADCASTING editors in New York, Hollywood and Washington surveyed the field. Their report follows:

## The unions anticipate videotape pinch

Videotape, hailed as a miracle worker for television programming, may need a miracle of its own to settle all the labor disputes it is stirring up.

The jurisdictional arguments between unions, the demands of unions upon networks, agencies and procedures, and the restlessness that is developing in related fields over VTR lend little encouragement, even to the optimistic, that all the questions will be settled in less than five years.

AFTRA and SAG, NABET, IBEW and IATSE are the initials in the headlines now. Symptomatic of the problem, however, and indicative of what may come are such less publicized developments of the VTR age as demands of wardrobe, makeup and scenic artists for payment at film rates when working on VTR, or set designers' desire to have re-use payments incorporated in their contracts for tape work.

The first question is whether VTR is "film" or "live." Some experts hold that strictly speaking it is neither—that actually it is a new art. But for union contract purposes it is treated as one or the other. The networks treat it as live; film companies generally go the other way, giving jurisdiction over VTR to the film unions.

Friction areas boil down to these:

- Jurisdictional disputes between so-called live and film unions, particularly the American Federation of Television & Radio Artists and the Screen Actors Guild.
- Establishment of salary rates and working conditions in a field in which labor and management have no precedent to draw upon and in which circumstances may change rapidly.
- Battle for jurisdiction over new producing organizations that will be established specifically for videotape.

Networks and stations are signed up with what might loosely be termed the "live tv" unions. CBS-TV, NBC-TV, ABC-TV accordingly have granted jurisdiction to AFTRA for performers; IATSE for stagehands and associated employes; Radio & Television Directors Guild for directors; Writers Guild of America for writers; American Federation of Musicians for musicians. The technicians are served by the International Brotherhood of Electrical Workers at CBS-TV and by the National Assn. of Broadcast Employes & Technicians at NBC-TV and ABC-TV.

The film studios classically have been served by the so-called "film" unions and VTR jurisdiction is vested with IATSE for both stagehand and technician work; SAG for performers; Screen Directors Guild for directors; WGA for writers, and AFM for musicians.

The disputes that already have arisen center mainly on union demands for authority over new producing organizations likely to enter the tv field and on "outside" work produced by rival unions. For instance, at CBS-TV, during the protracted negotiations that preceded IBEW's two-week strike last month, one of IBEW's demands involved conditions that would keep IBEW in control of VTR at the network. IBEW wanted CBS to agree not to use tape produced on the outside by non-IBEW technicians. The network rejected this condition vigorously, although it agreed that CBS-TV itself would not sub-contract work to escape IBEW jurisdiction. The networks regard as "featherbedding" an attempt by the unions to require that a tape created on the outside by a rival union be re-recorded at the network before broadcast. They have resisted this maneuver and apparently have no intention of succumbing.

More immediately pressing at the networks is the AFTRA-SAG videotape hassle. In an intelligence report circulated last week, SAG reaffirmed its jurisdiction over VTR when the tape is produced at a film studio, stating:

"When television first arrived, AFRA (now AFTRA) claimed it all. Screen Actors Guild claimed motion pictures. After many contested National Labor Relations Board elections—all won by SAG—and a decision on the matter by our AFL international [the old Associated Actors & Artistes of America], jurisdiction over live television programs done in the live manner was given to AFTRA. SAG was confirmed as the representative for players in television done in the motion picture manner.

"Some years later, AFTRA—in a 'clarification' agreement with the networks—unilaterally scrapped the lines established by the NLRB and the AAAA, and in its contract with the networks, sought to cover all videotape.

"Nonetheless, in the guild's recent contract negotiations with the national advertising agencies, and in an attempt to promote peaceful relations between the talent unions, SAG agreed that any commercial taken by the agencies into network or tv stations for production on videotape would be AFTRA's. The guild's contract covers tape commercials only when made by producers other than networks or tv stations. Unfortunately, AFTRA has objected and once again there is disagreement over videotape.

"It is the guild's belief that there is a natural line of demarcation in the field of taped commercials—the first problem to be faced in the taped area. That line is that the live producers (networks and tv stations) using their tape facilities should continue with AFTRA. Studios making commercials on film or tape should fall within the realm of SAG and its contract. True, this will give to AFTRA the overwhelming majority of tape work as it is now being done. However, it is a logical division,

## VTR GETS ADVERTISER'S BLESSING

**THIS SPOT** *for Florists Telegraph Delivery Assn. lays claim to being the first VTR commercial on a tv network. It appeared on CBS-TV's* Person-to-Person *May 2.*

A major broadcast advertiser—dependent on "the live sell"—last week moved into the budding field of video tape recording. The Mennen Co., Morristown, N. J., sponsor of *Wednesday Night Fights* on ABC-TV, disclosed that effective June 4, *Fights* commercials would be produced via VTR. The move followed a test demonstration of a Mennen commercial on VTR by Telestudios Inc., New York. The VTR process, according to an executive at McCann-Erickson, New York, a Mennen agency, will eliminate the "costly procedure of sending a McCann production team around the country to cities where the fights take place."

VTR also is making news on other fronts. Items:

• Florists Telegraph Delivery Assn., New York, another advertiser dependent on live commercials, used VTR for the first time May 2 during Ed Murrow's *Person-to-Person* (CBS-TV, Fri. 10:30-11 p.m. EDT). Producer: Grant Adv., using Telestudios' Ampex equipment.

• *Gunsmoke* (CBS-TV, Sat. 10-10:30 p.m. EDT), a Filmaster production that has originated from Hollywood over the past three seasons, was fed into the network out of New York May 3; the program was a VTR recording of a "hot kine." However, commercials for the alternating advertisers, Liggett & Myers Co. (Dancer-Fitzgerald-Sample) and Remington Rand (Young & Rubicam) were filmed.

• National Telefilm Assoc., New York, this week is expected to announce a 90-minute VTR presentation for its fall lineup on the NTA network. "Big-name star" will be NTA Board Chairman Ely Landau.

As of last week, New York agencies could go to only one independent "live" tv production studio fully equipped for VTR—Telestudios Inc. (The only other major commercial production house fitted for VTR, Unger, Elliot & Unger, works principally with filmed commercials but has not yet turned out a VTR commercial beyond demonstration or test run).

Telestudios declines to make public the actual cost of producing VTR tv commercials, claiming "we aren't competing with film producers and thus see no reason to issue a comparative rate structure." President George K. Gould indicates, however, that an agency can save "40% of its production costs" by going VTR.

The role of VTR commercials in tv will also "open up a brand new field of continuity writing," claims McCann-Erickson's New York radio-tv commercial production director Chris Valentine Jr. Unlike film commercials, requiring inclusion of special optical effects and directions, a VTR script asks for few video instructions. This does not mean that VTR commercials will make film spots obsolete, Mr. Valentine adds. "There'll be a place for both in this industry," he maintains.

Telestudios also is preparing two VTR programs that will be made available to advertisers "very shortly." The first is a series of U. S. Air-Force-sanctioned "space shows" titled *Spacemen*, the second a strip of 10-minute animated cartoons titled *Penny Theatre*.

based on historical background, and it is true."

SAG recommended that a special committee of its members and of AFTRA meet to explore the problem. But AFTRA officials said they had no intention of meeting with SAG.

AFTRA's contention is that traditionally the union has had control over actors employed in programs done "in the live manner and originated and transmitted electronically." A spokesman said AFTRA already has made representations to NLRB complaining about SAG's contract with film producers, to which advertising agencies are signatories. The agencies also are signatories to AFTRA's pact with the networks and apparently it is AFTRA's feeling that the network-agency stipulation granting it jurisdiction over videotape poses a conflict.

Radio & Television Directors Guild is one union which foresees no problems stemming from videotape. Or maybe that should be put that RTDG is one union which foresaw the effects of videotape and forestalled trouble in advance. Elizabeth Gould, executive director of RTDG in Hollywood, said last week that the lines of authority over videotape are "clean cut and plainly defined" in the guild's contracts with the tv networks and some freelance producers, while the Screen Directors Guild has contracts giving it jurisdiction over tape as well film programs in its contracts with motion picture companies and other producers.

"There's been no problem up to now and we don't anticipate any," Miss Gould stated. RTDG has had no arguments with SDG since 1950, she said, because "we both stay in our own stables."

Miss Gould said it is difficult if not impossible to compare wage scales of the two directors' unions because one (SDG) is based on employment for one feature motion picture or one tv series, whereas the RTDG scale is based on the assumption of year-round employment in a broadcast studio. "Look at the SDG figure of $600 for a half-hour program and our rate of $315 and you'd say, 'Gee, they get a lot more.' But if the program gets the maximum number of reruns, the RTDG director would receive more money than the SDG member." The scales, brought to tv from the movies on one hand and radio on the other, retained many basic differences when they were revamped for television, she noted.

The direction that independent companies set up specifically for videotape production will take is still moot. Both live and film unions have indicated they will battle for jurisdiction. The only company of this type already in operation, Telestudios Inc., New York (see box), considers itself a live producer, like the networks, and has signed with AFTRA, IBEW and IATSE.

One network executive summed up his approach to the more immediate problem of labor relations by saying:

"Why can't we try to solve this videotape labor problem that is sure to come by placing the whole thing before the AFL-CIO council? Labor is in one big house. Let labor try to solve it before it becomes too big and too formidable."

Lest it be thought that unions are the only ones concerned with the advent of VTR, consider the situation of those companies set up to serve the film industry. One report has it that Hollywood film processors alone lost $1 million last year in business which went to tape.

### FIRST STRIKE ON TAPE

Approximately 5,000 members of IATSE went on strike for one day (Monday) against New York producers of tv filmed commercials in a dispute centering over clarification of the union's jurisdiction over videotape. They returned to work the next day after a settlement was reached "in principle."

The film producers stressed they never questioned the jurisdiction of that union, but they pointed out they were not prepared to spell out all the conditions IATSE sought.

For instance, the producers conceded that IATSE should have jurisdiction over subsidiary companies that they might form for videotape, but they declined to commit themselves on successor companies that might buy the subsidiaries.

The union also sought jurisdiction over "sub-contractors" with whom FPA members might co-produce. FPA resisted this demand on the ground that it would destroy its members' "freedom to sub-contract competitively," but acknowledged that this practice would be used only when competition dictated it. After considerable wrangling, FPA also gained from IATSE a stipulation that it would have until December 1959 to "explore" all the ramifications of tape to decide which crafts of IATSE would be used in the production of taped commercials.

FPA's discussions with IATSE were to continue over the past weekend and a clarification clause on VTR is due this week.

# COLLISION ON TV DELIVERY ROUTES

## Clash is between community antenna systems and small market tv stations. Once welcomed as free circulation builders for advertisers, community systems have grown big enough to dominate some areas, hurt, kill or exclude local stations.

Television's bonus baby—community antenna service—has suddenly developed into a problem child.

A half-million U. S. homes, wired into local utility systems mostly in subnormal tv service areas, are now getting serious attention in advertising, legislative, regulatory and legal centers.

One tv station is off the air, naming community antenna competition as the culprit in its dying breath.

A tv station sale was cancelled for the same reason.

Another station has received a pointed suggestion from an advertiser that it should cut rates on the ground community antenna circulation doesn't belong on the rate card.

Congressional pressure for FCC action is building up. The Senate Interstate Commerce Committee will consider community antenna television (CATV for short) at an FCC allocations hearing starting May 27.

FCC has indicated it will study the whole matter though just a fortnight ago it had disclaimed jurisdiction over CATV.

NAB's Community Antenna Committee, long dormant, has abruptly decided to take up CATV developments. It will meet soon, probably in mid-June. This action followed intense activity at the recent Los Angeles convention by a group of tv station members.

This fear was voiced at the convention, frequently and with emphasis: Clusters of CATV systems, especially in the East, Mountain States and Pacific Northwest, could be tied into a paid television home service. This, it was argued, could start a new medium of competition with broadcasting.

An interesting development last week was disclosure that the Bartlesville, Okla., wired tv system may suspend operation, perhaps reopening with an entirely new program formula. The system has been built around extension of theatre movies into the living room by wire.

**How it started:** A decade ago, as the tv medium was getting started, the idea of sticking up community towers on high hills to feed neighborhoods via low-cost wire grids began to catch fire. Local capital, civic funds and even village assessments were poured into these systems, feeding the miracle of electronic pictures to remote spots beyond the effective coverage areas of tv station signals.

Currently at least 600 of these systems are in operation, much to the delight of big city stations and networks who are getting bonus circulation their own signals can't deliver.

Unfortunately, this CATV structure with a half-million connected homes, is showing signs of becoming a young monster. In many smaller cities CATV systems had been established before the FCC got around to allocating tv channels for local use. And in tv cities having only one or two signals, CATV systems often bring in several distant stations and they may or may not carry any local tv station service.

Thus new tv stations have faced established competition when CATV was already operating, and existing stations have felt the impact when CATV entered the area after they had been on the air. Advertisers, too, have observed the effect of CATV where it competes with broadcast stations.

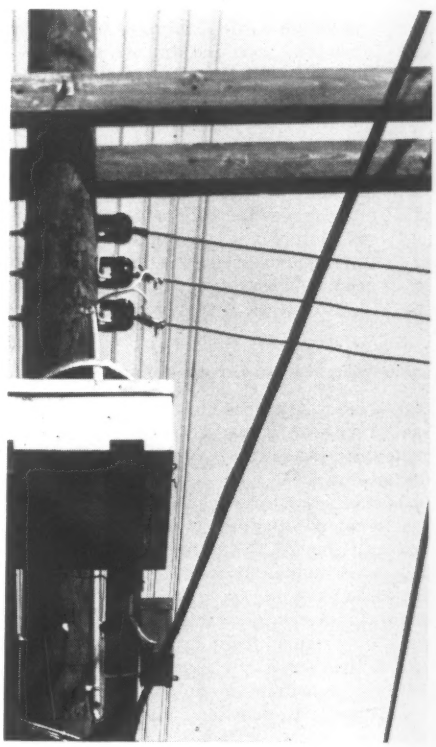
The effects have been noticed more especially in smaller cities and rural areas. Many small-city vhf and uhf channels are unused because of the economic problems created by CATV. Equally unfortunate is the fact that CATV operators are only interested in bunched homes because of the high cost of connecting rural and semi-rural areas.

Now the broadcasters who once smiled as they looked at their rate cards and the extra circulation supplied by the infant CATV systems in their outer perimeters must cope with the problems they are creating.

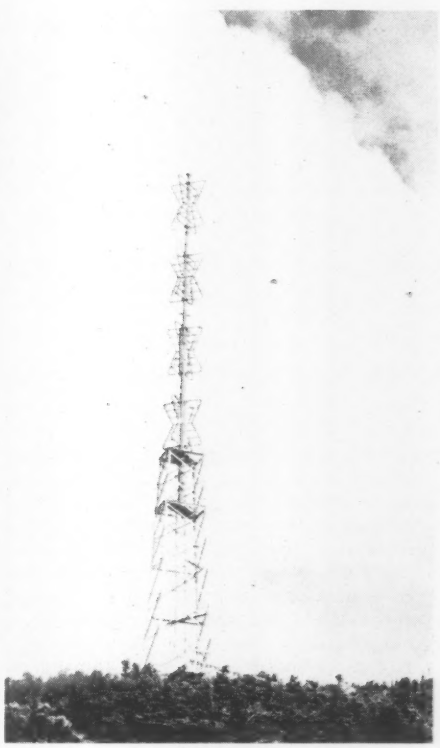
Their complaints are being heeded in Congress and at the FCC. The Senate Interstate Commerce Committee is expected to consider the problem at its approaching hearing, with members of the FCC as the first witnesses. The Commissioners are on record at the NAB convention as favoring a study of the community antenna problem and there were symptoms of a willingness to reconsider the recent disclaimer of jurisdiction over these wired hookups.

Sen. Mike Mansfield (D-Mont.) recently championed the cause of small-market telecasters plagued by CATV, promising their troubles will be brought to the attention of the FCC and the Senate and House Commerce Committees.

Some Senators and Congressmen have

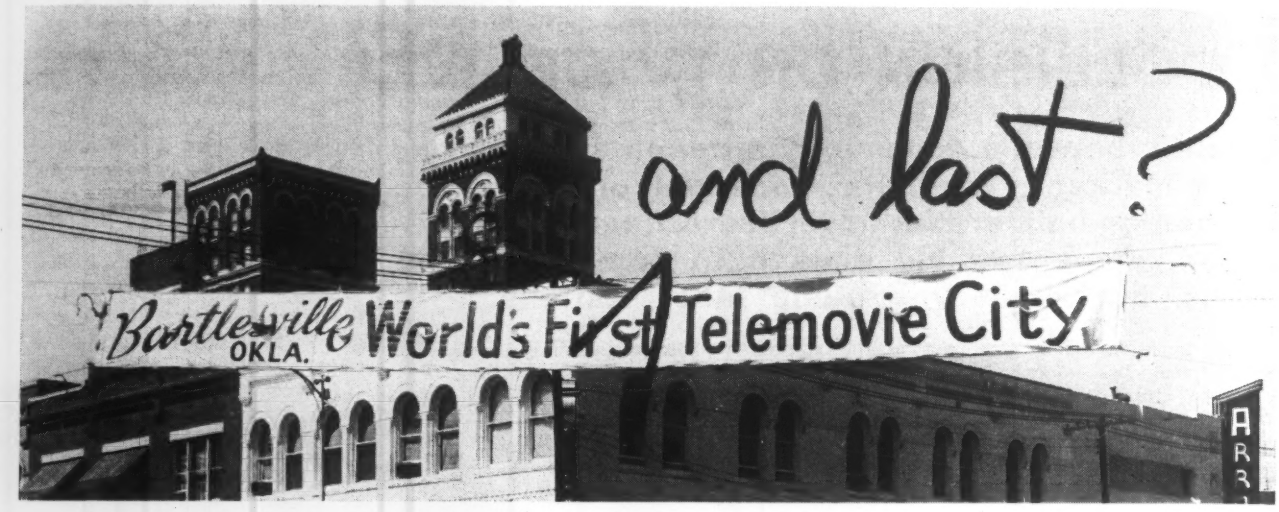


Television by wire



Television by air

## CAN THEY LIVE TOGETHER?




# MOVIES-IN-THE-HOME ARE ON VERGE OF FAILING

The Bartlesville dream—that movies could be merchandised over a closed circuit system that was a hybrid of community antenna operation and subscription tv—is fading.

There is a strong possibility, it was learned last week, that Video Independent Theatres Inc. may suspend Telemovie operations in the Oklahoma city in the next few months.

Henry Griffing, president of the southwest theatre chain, admitted that the company was seriously considering the advisability of discontinuing the operation in its present form.

Losses for the past four months, it was learned, have exceeded $40,000—or $10,000 a month.

Ironically, the eve of the Bartlesville experiment has come as the number of subscribers stands at its highest peak. There are almost 800 families paying a $4.95 monthly fee to view the two services now being offered—first run movies and background music and a community tv service furnishing the signals of the three Tulsa stations.

Originally, when Telemovies began in September 1957, the charge was $9.50 and services were two; first run movies on one channel, and re-runs on the other.

In December the Bartlesville operation faced a crisis. Subscriptions had dropped from a high of 500-odd to fewer than 300. Early in 1958, the Telemovies format was drastically revised, with the concurrent price cut.

The new programming also includes a Sunday matinee of art films.

Mr. Griffing makes no brief for the project's failure. "I was in error in thinking that the public would pay a blanket charge to see movies," he told BROADCASTING last week. "There is no question in my mind that the viewer must have the opportunity of picking his picture and paying for it as he sees it. This means meters, but we have not been able yet to find the right device."

A test of meter payments in place of a flat monthly fee has been underway in Bartlesville for the last three months, but, according to Mr. Griffing, the instruments have not been satisfactory. And, he added, there is none on the horizon that is right.

The suspension, if it comes, will not be a closing, Mr. Griffing emphasized, but a chance to restart the project from scratch.

One reason for closing down, the Video president stated, was to permit renegotiations with motion picture film suppliers, the telephone company (which owns the distribution system) and General Precision Labs. Inc. (which has provided the studio cameras and projectors).

One major factor in the present difficulties, Mr. Griffing stated, was the competition from "free" movies on Tulsa's three tv stations. "When we started," he explained, "there were about 30 movies a month broadcast from Tulsa. This increased regularly, to 60 to 90

taken an unusual approach to the regulatory problem by defending illegal booster transmitters that feed stronger signals to isolated places in mountainous areas. These boosters provide service to tv-hungry constituents in their home states, though they are widely deemed to be operating in apparent violation of the Communications Act and the FCC's rules. The Commission is sensitive to this congressional heat and has managed to avoid a head-on approach to the problem.

Around Capitol Hill are a number of legislators who wonder if the FCC can continue much longer its nibble-and hide policy toward the problem of tv feeder facilities—CATV, boosters and some 200 licensed translators. The number of boosters, estimated at around 1,000, is believed to have doubled in recent months.

The states are doing little about CATV regulation. Attempts to enact legislation have failed. A court case in one state is centered around the possible public-utility status of CATV.

The question of program property rights has haunted broadcasters, program originators and the CATV systems. No tv station has yet volunteered to be guinea pig in a test case, but many broadcasters consider a court review inevitable. The issue: Can CATV systems feed broadcast programs into homes for a fee, over the objection of stations, networks or program originators?

A corollary question: Can CATV systems manipulate broadcast electrical signals in the process of providing community service?

Two FCC cases strike at the heart of these problems—a protest by KLTV (TV) Tyler, Tex., against a CATV system's plan to add four microwave relays that require FCC licenses; a petition by a group of western stations asking FCC to reconsider its disclaimer of jurisdiction over wired hookups.

CATV appears to be approaching a new episode in its life. Broadcasters are wondering what the future holds for this once cute little bonus baby.

## Where pinch is felt

Televison stations in some areas served by community antenna systems are starting to worry about their life expectancy.

KGEZ-AM-TV Kalispell, Mont., went off the air in April, blaming CATV, and then ran into more trouble when its proposed sale was blocked [AT DEADLINE, April 28].

In Tyler, Tex., KLTV (TV) is fencing

and now there are 147 movie features a month from the Tulsa stations."

"Since we have now learned that the public is not significantly interested in whether a movie is first run or re-run—one of our major selling points—the first-run showings on Telemovies did not have the impact we thought it would."

Mr. Griffing said he was impressed with the enthusiasm of the subscribers who were interested in the art films (opera, ballet, symphony and foreign). "They are a mighty small segment of the audience," he said, "but they certainly know what they like and support it."

The Video president said he thought the future of mass tv media might run something along these lines:

• Broadcast tv for entertainment, sports, news.

• Closed-circuit tv for selected film features and minority type programming (cultural, etc.), to be paid for on a "use" basis.

Video Independent operates 12 community tv systems in Southwestern cities and communities. It is also building eight new ones. It has a $2 million investment in these systems, it is estimated, and its return after taxes and depreciation runs about 10%.

Its latest CATV project is Lufkin, Tex., where it has joined NBC-affiliated ch. 9 KTRE-TV in a 50/50 partnership. The operation is awaiting FCC approval of 110-mile intercity microwave system to bring Houston tv signals to Lufkin.

## Conversion to pay tv?

A lot of huddles around the NAB convention at Los Angeles last fortnight appeared to deal with a nebulous but nagging fear. Will a new pay tv medium grow out of scattered clusters of community antenna systems?

The prospect that a subscription tv service might get off to a flying start through connected community systems, where coaxial grids are already operating, was based to some extent on undocumented and circumstantial evidence.

But that didn't quiet the fears of telecasters. They faced such trouble signs as these:

• FCC recently disclaimed any jurisdiction over wired community systems.

• A wired system in Bartlesville, Okla., is experimenting with paid tv service. (It may suspend operation but is understood to be working out a new paid program format and fee-collecting technique.)

• Vumore Co., operating the Bartlesville system, has another dozen CATV systems in the Southwest with another eight under construction.

• Groups of CATV operations in such areas as Eastern Pennsylvania, West Virginia, Western Maryland, Pacific Northwest and Mountain States could be connected by wire, microwave or telephone relay. These hookups, some tv operators believe, could kick off pay-tv with a built-in audience of several hundred thousand homes.

• NAB's inactive Community Antenna Committee came to life at Los Angeles and will meet in mid-June to discuss the problem.

A new organization, Committee for Preservation of Free Hometown Television, was created at the Los Angeles convention [BROADCASTING, May 5]. It is headed by William C. Grove, KFBC-TV Cheyenne, Wyo. Other members are Ed Craney, KXLF-TV Butte, Mont., and Marshall Pengra, KLTV (TV) Tyler, Texas.

Suppose, a mountain area telecaster suggested, that community tv systems north of Denver and Salt Lake City, and east of Spokane, were tied by microwave. What about the small-city television stations? And what about the Denver, Salt Lake City and Spokane stations?

Or suppose, said another, that programming from New York were fed into the No. 1 CATV cluster in hilly Eastern and Central Pennsylvania?

Even worse, another station operator said, would be a combined hookup of a big sports event and CATV systems. Several hundred thousand persons in many parts of the nation paid handsomely to see the Robinson-Basilio fight televised in theatres. Another 500,000 subscribers to CATV systems, many of them close to the theatre network's transmission hookup, would offer an attractive potential to an aggressive promoter.

**Compounded worries:** This warning is frequently heard: if pay tv and wired systems ever marry, or even start a courtship, they'll soon be selling time to advertisers.

Small-city tv stations figure they would be the first victims of any form of wired pay tv. But big-city stations could be affected. Stations in one of the major Pacific Northwest cities might have as many as 30 connected CATV systems competing with them.

The way FCC has been dodging the CATV problem in the last decade, some telecasters say, provides inducement for a CATV hookup to pick up broadcast programs and peddle them on a network basis—a pay tv network with no program costs. It might even sell advertising, unless the question of property rights in programs and signals is settled by the courts.

All this is nonsense, according to Edward P. Whitney, executive director of National Community Television Assn. He recalled that his association discussed the subject at its 1957 convention [PROGRAM SERVICES, Sept. 30, 1957]. His members were excited about proposed wired tv systems in Los Angeles and San Francisco, but lost interest after hearing the details and analyzing the prospects, he added.

Mr. Whitney said the high cost of connecting CATV systems, most of them small operations, makes the subject academic. "The subject has died," he said.

with a CATV system serving the city, with FCC as referee. KLTV has been nicked in a place where it hurts—its advertising department (see Tyler story, page 36).

KXLJ-TV Helena, Mont., has announced it will be forced off the air if a CATV system is allowed to bring Spokane tv programs into the city. The station is a satellite of KXLF-TV Butte, Mont., operated by Ed Craney.

Last week the sale of KFBB-TV Great Falls, Mont., to Mr. Craney and Arthur Schwieder was cancelled because of fear that a community system is coming to the area (see below).

WJPB-TV Fairmont, W. Va., tried to make a go of it in the face of CATV competition in 1955. It suspended operation, tried again, and has been silent 2½ years. The station sued the CATV system, but lost in the lower court. It has appealed.

**One note of cheer:** Then there is the brighter side of the West Virginia tv story. WBOY-TV Clarksburg, which took the air last November, is moving along rather well despite 8,000 wired CATV homes in Clarksburg and an estimated 20,000 in its metropolitan service area (Fairmont, Morgantown and others). Progress is steady, though slowed down by the wire competition.

The CATV system in Clarksburg brings in programs from Pittsburgh, Wheeling and Steubenville, Ohio.

WSTV-TV Steubenville, 90 miles away, is parent station of WBOY-TV. This situation is one of the most unusual in all tv. WSTV-TV is in the position of unwillingly eating its young, competing (via CATV) against WBOY-TV in the Clarksburg market.

WJPB-TV had the rug pulled away, according to J. Patrick Beacom, its owner, when Fairmont Television Cable Corp. ran fullpage newspaper ads welcoming WJPB-TV and informing the public there was no need of buying expensive uhf converters and antennas. However, Mr. Beacom said, the cable company soon pulled WJPB-TV off its line and left the station in a jam. His suit against the cable company is for $150,000. It has been taken to the state supreme court.

## Threat worth $50,000

A $600,000 radio-tv station sale collapsed last week—all due to the threat of a community antenna system.

Buyers Ed Craney and A. W. Schwieder (KID-AM-TV Idaho Falls, Idaho) forfeited $50,000 earnest money when they refused

last Wednesday to consummate their $600,000 purchase of KFBB-AM-TV Great Falls, Mont., from J. P. Wilkins, the Fairmont Corp. (newspaper publisher) and others.

Their rejection of the transaction (the FCC approved the transfer of ownership on April 3) was due, it was learned, to the prospective establishment of a CATV operation in Great Falls.

The looming Great Falls antenna system became public early in April when the Intermountain Microwave Co. filed an application to feed Spokane, Wash., tv signals to Great Falls. The application included an agreement with a group of Great Falls businessmen stating that they proposed to establish a community tv system and were agreeing to order the services of the common carrier for the Spokane tv signals. They agreed to prepay $36,000 to the carrier, with amortization at the rate of $1,000 a month for 36 months. The carrier proposed to charge its Great Falls CATV customer $5,700 per month for a three-channel service (there are three tv stations in Spokane). It also estimated that it would spend $131,000 for the 286-mile four-hop relay system.

## Echo on Madison Avenue

The city of Tyler, Tex., is tied into a citywide CATV system whose influence has penetrated to Madison Avenue and Washington, D. C.

KLTV (TV) Tyler has tackled the CATV regulatory problem head-on despite the FCC's recent disclaimer of jurisdiction of the wired systems. It aimed at a soft spot in the Commission's disclaimer by protesting a petition of the CATV to install microwave systems connecting four cities in the KLTV area.

The protest points up the damage that CATV can do to a tv station by reciting KLTV's troubles with a major national advertiser—Whitehall Pharmacal Co. In Tyler the CATV system brings in Fort Worth, Dallas, Shreveport and KLTV.

And that's why KLTV is hurt.

A family seated in a Tyler living room with a CATV connection can get the NBC-TV *Jack Paar Show* at four spots on the dial: ch. 5 WBAP-TV Fort Worth; ch. 3 KTBS-TV Shreveport, La.; KLTV converted to ch. 6 by the cable and—provided there is a switch and/or rabbit ear on the tv set—KLTV on its original ch. 7.

But here's the catch, according to the KLTV protest: The cable's ch. 6 version of KLTV's ch. 7 signal is degraded in the process of converting it to ch. 6. Furthermore, the ch. 6 signal then proceeds to louse up the on-the-air ch. 7 KLTV signal by bleeding into it inside the receiving set.

Either way, KLTV takes a cable beating, according to the brief, and its Tyler audience is reduced because people get the program from WBAP-TV (about 120 miles) or KTBS-TV (about 90 miles).

KLTV's ch. 7 is converted on the cable to ch. 6 because most cable systems have trouble delivering signals above ch. 6. From ch. 7 up they peter out quickly and need a lot of expensive amplification.

**Growing pain:** The Tyler CATV is one of the largest in the United States, and it wants to become larger by installing microwave relays that will improve and extend its service—to an estimated potential of 9,000 families in the city. Currently it has about 7,000 subscribers. An American Research Bureau survey shows a majority of Tyler tv homes getting their network programs on the cable, with only a small percentage of the cable audience tuned to KLTV.

Network and spot advertisers are "aware that by purchasing stations in Dallas-Fort Worth and Shreveport, their message will reach large portions of the Tyler audience at no additional cost," KLTV's protest states.

Take the case of Whitehall Laboratories. The KLTV protest includes a March 28, 1958, letter from R. G. Rettig, Whitehall vice president, that says the CATV at times accounts for up to 25% of the total available tv sets in Tyler.

"We do not make any payment to the people who own the community antenna," Mr. Rettig wrote, "but we still pay you the full rate for the shows which we have on your station . . . As you know, we have both network and spot television advertising on KLTV which is affected by this situation."

And then this snapper: "Don't you think that you should review this situation and in some way compensate us with a rate change which will more truly reflect the coverage of your station? We are aware that this is a situation which has developed outside of your influence. Nevertheless, it exists and needs attention."

That's language any broadcaster can understand.

One regulatory point raised by KLTV hasn't had much official attention—the delivery by CATV systems of distorted station signals. FCC should not allow CATV systems to discriminate against local stations nor should it allow cables to duplicate from afar the programs carried locally by a tv station, broadcasters argue. They really see red—and red ink, too—when their signals are fuzzed up by CATV transmission facilities.

## Size and shape of CATV

About 500,000 U. S. homes are receiving television service from wired hookups operated by community antenna systems—1.2% of the total 42 million tv homes.

This estimate is supplied by Edward P. Whitney, executive director of the National Community Television Assn., trade group comprising 301 system operators (some operate more than one system). Possibly another 300 non-members systems range from little clusters of connected homes to systems with several thousand outlets. The 600-odd systems do a total business of about $20 million a year.

Two other methods provide tv service to homes lacking top-grade broadcast signals or any service at all:

**(1)** Translators licensed by the FCC pick up signals from strategic elevations, convert them to the upper part of the uhf band and transmit a low-power uhf signal that can be received on sets equipped with uhf

## FREE TV NO MATCH FOR CATV

There was always the feeling, among broadcasters particularly, that when local or nearby tv stations got on the air, the community antenna business would be dealt a death blow. This reasoning was based on the assumption that when viewers got tv signals free, off the air they would drop the monthly-payment antenna company contracts like hot rivets.

But it hasn't worked out that way at all, CATV entrepreneurs will tell you with a broad smile. They cite three examples:

• In Burlington, Vt., the community system began in 1952. Late in 1954 ch. 3 WCAX-TV Burlington, with CBS affiliation, and ch. 5 WPTZ (TV) Plattsburgh, N. Y. (across Lake Champlain from Burlington), with NBC programs and a Grade A signal in Burlington, came on the air. Yet the community system has maintained its 3,000 subscribers. It brings its subscribers not only WCAX-TV but also ch. 8 WMTW (TV) Poland Springs, Me. (Mt. Washington), with CBS and ABC; ch. 6 WRGB (TV) Schenectady, N. Y., with NBC and Canadian stations ch. 2 CBFT (TV) and ch. 6 CBMT (TV) both Montreal.

• In Berlin, N. H., the antenna company began operating in 1954 in competition with ch. 6 WCSH-TV Portland, Me., with NBC programs, which started December 1953, and ch. 13 WGAN-TV Portland, Me., the CBS station, which began in May 1954, and with ch. 8 WMTW Poland Springs, carrying CBS and ABC, which began in September 1954. The antenna system still maintains its 2,000 customers, providing in addition to WCSH-TV and WMTW ch. 7 WNAC-TV Boston, with CBS and ABC programs; ch. 3 WCAX-TV Burlington, with CBS affiliation, and the French-language ch. 7 CHLT (TV) Sherbrooke, Canada—which specializes in covering the ice hockey matches that are so popular with the large French-Canadian population in that northern part of New Hampshire.

• In Wenatchee, Wash., the antenna company brings to its 3,900 subscribers Spokane's three stations—ch. 2 KREM-TV, with ABC; ch. 4 KXLY-TV, with CBS, and ch. 6 KHQ-TV, with NBC. Unlicensed boosters have been operating in the area bringing these same three Spokane stations to Wenatchee viewers, off the air, for free. Yet the landline community system has maintained its customers—although it lost several hundred initially when the boosters commenced operating.

# IF YOU USE RADIO ADVERTISING YOU SHOULD READ THIS MESSAGE FROM THE MANAGEMENT OF RADIO STATION WBT

Throughout its 36-year history, WBT has followed a program philosophy of providing the best possible programs for all segments of the radio audience. We call this Full-Service Broadcasting because it is not limited to "popular" music and five-minute newscasts.

We provide our listeners with news—news in depth—reported by reputable, experienced news men and women from all corners of the globe. We provide our listeners with music—but not just one kind of music. WBT offers country music, "popular" music, classical music, and many variations of the three.

This Full-Service Programming gives our listeners discussion programs, drama, comedy and quiz programs. It means church services, educational programs—programs to stimulate the imagination, the ability to think—and the ability to feel.

Through the years, audience research surveys have shown us that this is the type programming most Charlotte and Mecklenburg County listeners prefer.

But the influence of Charlotte and its institutions is not confined to municipal boundaries. What of the listeners in Rock Hill?—in Hickory?—and in Gaffney? What do people in Winnsboro want from WBT and in Salisbury and Monroe? To find out we recently asked the Pulse, Incorporated, to send its representatives into the homes of listeners living in Charlotte and within a 60-mile radius of Charlotte to check program preferences. This was the acid test for WBT's brand of Full-Service Programming.

The results of this survey, conducted during the month of March, have just been released.

We are happy to say that WBT has met the test and its programming concepts have been justified.

*The survey shows that WBT is the most popular Charlotte station in every time segment surveyed in the 25-county area (Sunday-Saturday, 6 A. M.-midnight) except one. In that segment WBT won a tie.*

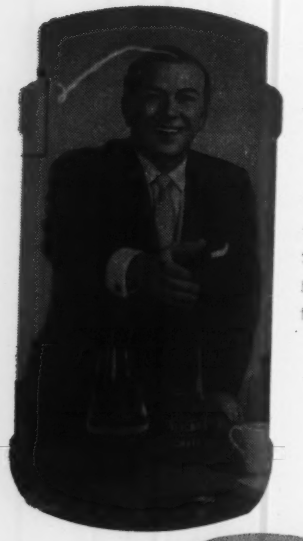
For this overwhelming vote of confidence by our listeners and for the support of you, our sponsors, we are everlastingly grateful and sincerely humble. And our pledge to you is a continuation of Full-Service Programming and audience leadership in the future.

CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

# Interview: W B Templeton

**Bryan Houston, Inc. Vice President and TV-Radio Director, William B. Templeton, tells why he selects WLW TV-Radio Stations for NESCAFE Instant Coffee**



"For instant results, we select WLW TV and Radio Stations time after time to bring home the business for NESCAFE."

NESCAFÉ

"The Crosley Group always measures up a cupful of mighty flavorful returns for advertisers."

"From programs to promotion, the WLW TV-Radio Stations are brimming over with just what the ad men order!"

"Warm it up?"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

**Network Affiliations:** NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

tuning facilities. About 200 translator units are retransmitting station signals.

**(2)** An estimated 1,000 allegedly illegal boosters are operated in mountainous and hilly terrain. They are, in essence, amplifiers that pick up weak signals and give them an added local kick.

Because of Congressional and public pressures, the FCC has not seen fit to enforce the Communications Act or its own rules. These boosters are said to cause interference with reception of a station's signal in other areas. In addition they interfere with each other and with community antenna services.

In the case of community antenna systems, the FCC has ruled it has no regulatory powers aside from licensing any shortwave relay signals.

**Money in CATV:** There's good money in community antenna systems, given a city or town without two or three solid signals from tv stations.

Two main types are operating around the nation—with microwave relays and without. Here are two not-so-fictitious examples:

Take the above-average case of a small city—Videoburg—with only one or two fuzzy broadcast tv signals available to the average home. The public appetite for television programming is so keen that anyone offering to pipe in the popular network programs will find a good market in this city of 35,000.

Capital is raised from local or outside sources, or both. It doesn't take much money because a $150 installation fee can be charged if off-the-air service is scanty. Microwave service is bought from the telephone company or from a private utility built for the purpose (under FCC license).

The Videoburg CATV has been operating five years. It has 6,000 subscribers who have paid $900,000 in installation fees. Their monthly CATV bill is $8. This adds up to $576,000 per year.

The costs consist of $6,000 per month for microwave service and $10,000 for wages, advertising and other routine items, or $192,000 per year.

Net income before taxes, etc.—$384,000.

Or take the more modest operation in Televille, a city of 25,000 where several distant tv signals are picked up by the CATV system from a nearby hilltop. No microwave service is needed. Every month 4,000 homes pay $3.50 for CATV service, or $168,000 yearly. Collections are good—the service is shut off like the telephone or electricity if bills are not paid promptly.

Televille's CATV operators have expenses of $8,000 a month, or $96,000 yearly.

Net income before taxes, etc.—$72,000. This company has taken in $600,000 in five years from its $125 installation charge. A lot of this is gravy, just as it was in Videoburg. However, installation fees are disappearing in many areas.

These are highly profitable operations, with ideal conditions prevailing. But there are dogs, too—villages of 500 persons or 150 homes, and cities where marginal CATV operations exist. There are cities, small, medium and big, with competitive CATV services.

Not all CATV systems are big-money makers, but a lot of them are doing nicely.

## Problem for advertisers

Advertisers and their agencies are quite aware that community television services provide tv station and network circulation that may or may not be reflected in broadcast rate cards. For the most part, however, they pay minimum attention to CATV in making up their tv network and spot schedules.

In a spot check of agencies, the great majority said that buyers do not consciously weigh CATV circulation in their buying decisions.

A few told BROADCASTING they take CATV into consideration whenever they can and add that they would like to do so more often. This is complicated by what they describe as a lack of adequate information providing a uniform check point.

More CATV facts are becoming available. American Research Bureau has just published a new "A to Z Coverage Study" covering 210 markets and showing CATV circulation. Nielsen figures may be updated by a survey already conducted for internal use and slated for possible late-summer or autumn release, it is understood.

**Pressure on rates:** An example of advertiser pressure against a station whose hometown has CATV service is offered in an FCC document filed in late April by KLTV (TV) Tyler, Tex. (see Tyler story page 36). Whitehall Laboratories suggested to KLTV that it might be willing to scale down its rates because outside stations are brought to Tyler by CATV.

However, an executive of one of the agencies servicing Whitehall said the agency doesn't consider CATV nor does it seek information on the subject. Another Whitehall agency merely construes CATV circulation as "a bonus" when it is involved in a campaign.

Officials at all three tv networks say they do not consider the presence of CATV competition in deciding whether or not to affiliate a station, and by and large they say they would not "affiliate" or sell program rights to a CATV system.

A few years ago NBC and ABC had an agreement to supply kinescopes to Transcommunity Tv, an organization which was setting up a community system in the West and hoped to expand to other areas. But the understanding reportedly was that Transcommunity would not go into areas in competition with the networks, and in any event the firm was said last week to be out of the CATV business now.

NBC said flatly the network would not sell service to CATV systems now and ABC officials took much the same tack. CBS authorities said that they not only wouldn't but that they had refused in the relatively few instances where they had been asked to do so.

The Nielsen questionnaire solicited in-

## PREVIEW

A titled Englishwoman named Lady Daphne who suffers from chronic mike fright and a spirited male Bedlington named Rover who is anything but shy are trying to make themselves heard over six New York radio stations. Should people listen—and rush right out to buy Spratt's assorted dog biscuits and Fido kibbled dog food—Lady Daphne and friend will invade such other Spratt's markets as Philadelphia, Baltimore, Chicago.

In mid-April when Spratt's Patent (America) Ltd., London, left Paris & Peart for Hicks & Greist, both N. Y., H&G copy chief Art Mayer wasted little time in giving Spratt's a new aural image. In this New York test campaign, now on the air, Mr. Mayer has given the imported chow hound a British flavor by having English character actress Lucy Landau portray a flighty, harried member of the Veddy Upper Aristocracy—"the sort of dame one would suspect of using nothing but grade-A porterhouse steak for her precious little darling." Her efforts to communicate with the common people are further impeded by the loud barks of her dog, "but at least it demands attention."

With three more months to go till Lady Daphne's "visitor's visa" expires, she can be depended upon to give her all for Spratt's. Comments account supervisor Harry L. Hicks Jr.: "At that time, barring illness or a call back to Whitehall to settle an uprising in the colonies, we expect her to become a permanent resident."

**LADY DAPHNE** *(actress Lucy Landau) attempts to communicate the virtues of Spratt's, over interference from Rover (played here by stand-in talent) recruited from Hicks & Greist—via his owner, H&G's director of public relations, Irving Smith Kogan.*

formation on, among other things, the stations whose programs were being offered to CATV subscribers, the originating channel and the channel on which service was delivered; the approximate number of homes served by each CATV system, the counties in which they were located and an estimate of the number of homes able to receive television without the cable service.

The purpose, Nielsen authorities explained, was to provide "a check against normal tv ownership in marginal areas." This information, they noted, "is extremely helpful to us in editing mentions [of viewership] for stations at distances or in locations where we would not normally expect direct service."

## Who owns the programs?

Are community antenna tv systems "pirates?"

Yes, say program producers and many broadcasters.

Of course not, CATV operators reply indignantly.

They pick up our programs, often without permission, and re-sell them to subscribers, according to the broadcaster version.

But CATV people reply that broadcasters are getting free and extra circulation in places outside the range of reliable reception.

The property rights question has never been settled in court. One of these days a hardy broadcaster is expected to start a test case, challenging the right of a CATV system to re-transmit his programs without permission and at a profit.

A clear-cut decision would wipe out a lot of the commercial static in the CATV-broadcaster controversy.

**Unheeded protests:** For many years broadcasters, program owners and networks have formally protested unauthorized retransmission of their programs on CATV. They can get pretty indignant about it.

But they often slip us a wink with the protest, the CATV people say, as they blithely ignore these legalistic formalities.

One tv station, KLTV (TV) Tyler, Tex., raised the "pirate" cry in protesting to the FCC that a CATV project in Texas wanted microwave licenses to extend and improve its service (see Tyler story, page 36).

KLTV is blunt in its formal protest: "For this Commission to grant licenses to someone engaging in such illegal pirating so that they can better continue that practice, is to aid and abet an illegal or tortious act."

These formal protests have been made to the CATV operator in Tyler, according to KLTV's FCC petition:

• NBC-TV objected "to any use by your community antenna system of the NBC Television Network programs as broadcast by KTBS-TV Shreveport, La., and will consider any such use by you to be unauthorized and a violation of our rights."

• KTBS-TV told the CATV operator its NBC-TV affiliation contract indicates "that we must request that you do not include our station" in the Tyler system.

• Ziv Television Programs said, "This unauthorized use of our property has and is causing us serious damage. We have been advised by our attorneys that this use, without our permission or license, constitutes an unlawful infringement of our copyright as well as unfair competition. We must, therefore, insist that such misappropriation of this company's property be ended immediately." Follow-up letters were sent, the last one dated March 14, 1958.

• National Telefilm Associates, mentioning Dallas, Shreveport and Fort Worth pickups, wrote April 3, 1958: ". . . We demand that you refrain from picking up any of our pictures for transmission to your subscribers. Any such further activity on your part will result in legal action."

One angle that concerns tv and theatrical film companies is the fact that stations whose service areas are penetrated by signals from other stations might refuse to pay first-run rates for films that have come in via CATV.

**An aging question:** Every NAB convention and regional meeting held in the last decade has taken up, formally or in a bedroom huddle, the matter of property rights and CATV. The association has shown official concern but must await a willing broadcaster before suit can be started.

The CATV trade association, National Community Television Assn., says it will welcome a test case. The association, which meets June 10-12 in Washington, has a code of ethics that includes a clause pledging to deliver tv signals without additions or changes in broadcast intelligence and to comply with all legally applicable governmental relations.

Then, too, there is another property problem—the rights of a station in the electronic signal it propagates. This subject, too, may be litigated one of these days.

## FCC ducks jurisdiction

The FCC has had the nettlesome CATV problem in its hand several times—but each time it has dropped the issue.

The Commission said it doesn't have jurisdiction and doesn't want the authority to regulate CATV systems.

And, furthermore, it said, if it had to regulate CATV operators in order to protect broadcasters, it might have to regulate broadcasters too.

FCC Chairman John C. Doerfer has made these points twice in the last four years. In public speeches, he has gone on record as being opposed to the Commission taking jurisdiction over antenna distribution systems.

**The latest ruling:** A basic CATV case was handed the FCC in 1956 when a group of 13 western radio and tv operators filed a complaint against more than 250 CATV operators. The broadcasters asked the Commission to assume the responsibility of regulating the antenna systems as common carriers. They charged that CATV operators defeated one of the priorities in the Commission's Sixth Report and Order, that there be at least one local service in all communities, by inhibiting local tv service in small communities; that CATV upset the allocations table by bringing in distant tv signals to areas where they were not supposed to reach, etc.

In April 1958 the Commission ruled (with Comr. Robert E. Lee not participating) that CATV systems do not perform the functions of a common carrier as set out in the Communications Act. The FCC said that there is a basic difference between CATV and common carrier. The latter, it pointed out, carries traffic determined by the user. In the CATV case, it declared, the signals put on the coaxial cable were determined by the operator of the antenna system, not by the subscribers. It also said it doubted that it could assume jurisdiction under its broadcast licensing authority. Even if it could, the Commission added, it doubted whether it should restrict or control CATV to protect broadcast stations.

Last week, the western broadcasters filed with the FCC a plea to reopen and reconsider the complaint. The complainants made these points:

• In many instances in its decision the Commission expressed doubts as to its jurisdiction, as to the advisability of regulating CATV operators, etc. If there are doubts, they should be decided after an open hearing.

• The Commission might not consider it wise to regulate CATV to protect local station service, but it could prohibit unfair practices. For instance it could prohibit CATV operators from "breaching" the first refusal rights of network affiliates.

• It could also impose a requirement on intercity microwave "specialized" common carriers that they not feed big city tv programs to CATV systems in direct competition with tv broadcast stations in the same area. Or the Commission could indirectly accomplish this by forbidding stations to permit this to be done with their signals.

**Doerfer's reasons:** Some of the statements of Chairman Doerfer spell out his attitude—presumably shared by some of his colleagues—that it would not be advisable for the Commission to assert jurisdiction over CATV.

In 1954, in a speech to the National Assn. of Railroad & Utilities Commissioners in Chicago, he explained the "dilemma" confronting the FCC in the CATV problem.

On the one hand, he said, CATV brings network service to communities. On the other hand, he added, local stations bring local expression to their cities, but no network service, or at best only one. Which is best for the public?

And, he asked, how about those viewers who are too far out for connection with the CATV system and don't get clean signals from the local station?

In a June 1955 speech to the National Community Television Assn. in New York he repeated some of the above, and added a serious note for broadcasters to ponder:

"If a CATV is declared a common carrier, then if anyone is entitled to protection it is the common carrier under the ordinarily understood concepts of regulation. Hence if broadcasters seriously contend that they are entitled to protection, they, in effect, are asking for eventual regulation of their rates and services."

# HOW AN ADVERTISER PICKS AN AGENCY

## Max Factor's 73-point formula for separating the men from the boys

*Max Factor & Co., in its search for a new agency to take on the accounts to be vacated by Doyle Dane Bernbach July 1, has devised a 73-point questionnaire to screen applicant agencies. The philosophy behind the questionnaire was described to the Los Angeles Advertising Club last Monday by Nelson Gross, advertising director of Max Factor. It follows, condensed. Highlights of the questionnaire are covered in a separate box.*

The first phase of our job was to determine what to look for. We did this first in very broad terms, and, more by chance than design, we arrived at what could be called the four C's on which we wanted to evaluate agencies. Before discussing them briefly, let me just list them for you: Creativity, Conception, Character, Congeniality.

Every agency claims creativity of the highest order. Yet a little analysis reveals that one agency bases that claim on a successful formula which it may have created originally but into which it now forces every client's advertising. A second agency may base its claim on radical, off-beat approaches —creative as hell—but also experimental and sometimes cuter than they are effective. A third agency—and this one gets at least one point on my score card—bases its claim for creativity on soundly reasoned and constantly evaluated appeals to which it then adds "freshness of expression and appearance."

Conception covers a highly important area. We want to understand an agency's philosophy of advertising to be sure it is one in which we believe. Perhaps no answers, but only our study of their previous work, will reveal their true beliefs. However obtained, we must be satisfied that an agency's working philosophy of advertising is at once realistic, idealistic and above all is established and firmly held.

Character is perhaps a little simpler, applying principally, as it does, to the people within the agency. It is our conviction that men of character can build only an agency with character and integrity. The important corollary to this is that such an agency can produce only advertising with character and integrity to parallel the products of Max Factor & Co., and any other kind of advertising would ultimately undermine all that our company has devoted fifty years to building.

NELSON GROSS

Congeniality is more important to us than a literal definition would imply. It does not mean mere conviviality or joviality, but instead a somewhat deeper kind of "Togetherness," if *McCall's* will pardon the use of the phrase. At Max Factor & Co. we want an agency to work with us, not for us. Doing so requires a congeniality in the sense of a mutuality of respect and objective, the kind of dual, two-way understanding essential to the best advertising.

Having determined what to look for, the harder problem became how to find it.

You cannot very well ask, "Do you have character?" and expect a sensible reply. But there are indirect ways to find out. And we have devised our own measuring tool which, coupled with personal meetings and discussions, will give us the answers. This measuring tool is a questionnaire, but that word inadequately describes it. The first thing we need is information. Without facts, facts and more facts we would be forced to rely (at least to some extent) on guesses, hunches, whims and personalities—and the selection of an agency is far too important to run the risk inherent in that kind of choice.

Consequently, our questionnaire is long, detailed and comprehensive. When we constructed it, I honestly wondered if all the interested agencies would complete it. I know now that they will, because they have.

For simplicity's sake, and because it may make it easier for any who wants to remember the categories, I can, with only a little forcing, label them as the four M's: Men, Management, Methods, Money.

About the men (and women, of course) in each agency being considered, we want to know everything pertinent regarding all the important people in the company and regarding every person who will have direct contact with us and responsibility for all phases of our work. We want to know length of service, responsibilities and activities within the agency and prior background and experience. Some of the ques-

## WHAT FACTOR WANTS TO KNOW

Among other things, the Factor questionnaire reveals a special interest in broadcast media. Television, for example, is the only single medium to which the advertiser devotes an entire section of its 73-point survey.

The tv questions:

1. Please submit the resumes of those people who would be most directly involved in tv production of the Factor business, together with their length of service with the organization and the amount of time you believe each would spend on Factor business.

2. Give examples of what you consider to be outstanding work that has been produced by people in your television department.

3. Give five examples to indicate how you test television copy and its effectiveness.

4. What do you consider some of the most outstanding television campaigns currently running?

5. Give us your philosophy of network programs versus tv spot, together with appropriate examples of experience you have had, successful or not.

6. Explain how your television department would or would not be involved in the purchase of television programming. The same for spot tv.

7. Name five tv commercial production companies with whom you have worked recently.

8. Who are the best tv production companies in the above mentioned?

9. Are there any other facts in the area of television you would like to add that might help us know more about your agency?

The broadcast media are singled out in other sections of the questionnaire, too. For example, Factor asks: How much of your total billing is in broadcast media? Give us a resume of the television copywriters who would spend 50% or more of their time on the Factor account. What is your policy towards commissions on tv packages?

In addition to the broadcast media questions, Factor poses a number of others which can be called provocative. Among them:

Is the management of your agency comprised of non-creative advertising people, semi-creative or creative?

What women do you have in executive capacities?

Give us a list of clients you have lost in the last five years.

Do you believe that investment spending of a considerable period of time, in order to build the client, is good business or poor business for an agency?

Have you ever traded a small account for a larger one?

Outside of your own agency, name the five agencies in Los Angeles you feel are the best generally-qualified agencies.

Assuming that everything your agency creates is the best effort that it can produce, do you allow clients to change your creative work in any way? If so, why and under what circumstances?

Who decides what ideas and plans are to be presented to the client?

What is your policy on agency personnel travel expenses when incurred in behalf of client activities?

Do you charge for layouts, storyboard, merchandise material roughs, etc., which are not used by the client?

Has the Frey report caused you to modify or change any of your present agency policies?

tions can be answered by mere counting. Some require individual resumes.

Questions regarding Management also are varied in type and, although many of them are concentrated in a separate section, many more are interspersed throughout the list. Obviously, we need to know the bare facts of each agency's size and structure, since the nature of our problems precludes consideration of even a superlative one-man or very small agency. Beyond that, however, we need to be able to compare the organizational plan of one agency with another in order to appraise their own evaluation of advertising's various phases. An agency, for instance, which has a 60-man copy staff and a one-boy research department (with the word "department" in quotes) announces its own convictions about research in a very plain way.

Methods, as a category of questions, runs throughout the questionnaire. We specifically ask how the agency handles research, market research, marketing, merchandising and media. We ask for samples and examples of projects done in many of these areas. We ask for opinions on the importance and limitations of these agency functions. We ask for an expression of attitude toward such diverse items as tv copy testing, commercials currently on the air—regardless of which client or agency produced them—and for an expression of the abilities of tv production companies. Frankly, some of these questions are deliberately loose, and we are getting loose, free-and-easy answers. That's what we want, because we believe we can get and can sensibly evaluate the thinking that goes into that kind of answer.

The fourth broad category is Money, and the questions pertaining to it are designed primarily to provide an understanding, in advance, of how each agency charges —and for what. As you know there is considerable variation in agency practices in this area. It is unlikely that our final selection will be greatly influenced by any agency's billing practice on storyboards, comprehensive layouts or display suggestions, but we are using the questionnaire to learn of any truly unusual policies which might affect our decision. As a tool for measuring prospective agencies, this section of the questionnaire is likely to be the least important of any.

In the beginning I emphasized the fact that what we really are looking for in a new agency is brains—capital B-R-A-I-N-S—experienced, skilled, brilliant, mature, creative brains available and applicable by that new agency to every phase of our large, complex and vital advertising problems. Each completed questionnaire will contain a full revelation of that agency's brains, quantitatively and qualitatively, in a way that is measurable alone or in comparison with other questionnaires.

You will be interested to know that 33 agencies have solicited our account and that we furnished each with a questionnaire. As rapidly as we can, we are completing our studies of the replies with the intention of narrowing the field to the best qualified six, through the use of a standardized score sheet or evaluation chart on which each of us will rank each agency. At present, we believe that the selection of six agencies for further and final investigation will give us a good cross-section of top-rank agencies, although the number might prove to be five or seven instead.

We will then visit the offices of these agencies, meet their staffs, examine their facilities and hold preliminary discussions. Later we would invite presentations. At our insistence, these presentations would be non-specific and non-speculative. They would contain absolutely no speculative ads or campaigns.

As I have tried to emphasize throughout this talk, what we are looking for in a new agency is thinking. We are not looking for a single thought, a single solution to a single current problem. Putting it bluntly, we believe that any agency—large or small, great or indifferent—might come up with a single good ad or even a single good campaign. But our products are many and our marketing problems and objectives are equally numerous. We are looking for thinking—for tomorrow and tomorrow and tomorrow.

## C. Knox Massey & Assoc. Formed From Harvey-Massengale Branch

C. Knox Massey & Assoc. has announced its establishment in Durham, N. C., as an advertising and marketing agency, replacing the Durham office of Harvey-Massengale Co., Atlanta, Ga.

Principals and key personnel of the new firm: C. Knox Massey, president-treasurer; John L. Moorhead, vice president; William E. Stauber, vice president; W. D. Carmichael III, account executive; George Watts Fowler, art and production director, and C. Knox Massey Jr., secretary-assistant treasurer. All except Mr. Massey Jr. were with the H-M Durham office.

Former Durham area clients of the Harvey-Massengale Co. are to be served by the new firm, it has been announced. They include the B.C. Remedy Co. and 25 others. Massey & Assoc. will expand personnel and activities. H-M has discontinued its Durham branch, the Massey firm reports.

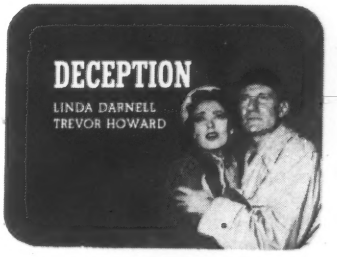
## Ad Council's Confidence Push Outlined in Washington Report

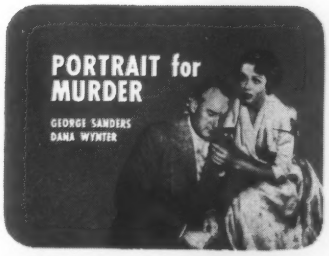
Advertising media have pledged large amounts of time, facilities and space to the Advertising Council's new confidence-building program, according to Charles G. Mortimer, president of General Foods Corp. and co-chairman of the council's industries advisory committee.

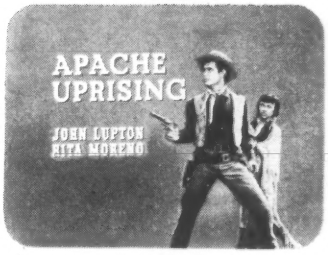
The plan to allay anxiety and promote confidence was explained Tuesday at the council's annual conference with high government officials, held in Washington and addressed by President Eisenhower.

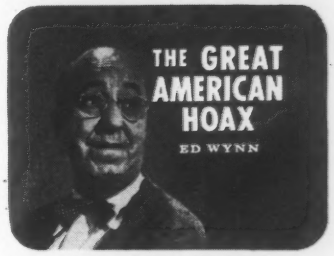
Marion Harper Jr., president of McCann-Erickson, task agency for the campaign, said every major radio and tv network will promote the campaign on sustaining shows and nearly every major radio and tv advertiser will carry the message in sponsored time. He added that confident businessmen and confident consumers can quicken the return to prosperity. The theme of the campaign is "Your future is great in a growing America."

**BEST AGENCY PROGNOSTICATORS** in the 1958 Navigation Jackpot of WDSM-AM-TV Duluth, Minn., collected their rewards last Wednesday. Stations annually stage competition in which agency people attempt to guess the arrival time of the first ship through the Duluth ship canal to officially open the navigation season at the head of the Great Lakes. First and second prizes of $100 and $50 are given winners in New York, Chicago, Detroit and Minneapolis. Left to right: Samuel Henry, Peters, Griffin, Woodward radio account executive; Walter I. Teitz and Mary I. O'Connor, both of Dancer-Fitzgerald-Sample and New York winner and runnerup, respectively; Thomas Tilson, PGW television account executive, and Lloyd Griffin, PGW vice president and director of tv.







Made especially for television

# "TV HOUR OF STARS" ... the BIG-TIME comes to daytime TV... Monday through Friday. starting in the fall on...

*America's dynamic new* NTA FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. • JUdson 2-7300

# A SALVO SOUNDS FOR SPOT TV

- **The Katz Agency updates its coverage-cost study**
- **Network tv claimed to be overshadowed by spot**

The Katz Agency, station representative, has passed new ammunition to Madison Ave.'s time salesmen to use in booming for spot television. On the receiving end: network tv.

The representative firm has brought up to date a presentation it released a year ago that compares the coverage and cost of spot tv to network programming. According to the new data, spot tv's "margin of efficiency" over network has increased in the past year. In that period, says Katz, there has been an increase in the use of syndicated half-hour shows by both national and regional advertisers.

Compared is a 100-market NBC-TV lineup, which Katz reports as having a potential 38 million tv homes, with a 60-market spot buy which "covers" 34.9 million unduplicated tv homes but delivering "a total of 40.1 million viewing opportunities."

According to the Katz story (a color slide and flip card presentation called "How to Make a Tv Half-Hour Work Overtime") now being shown advertisers and agencies:

A 60-market spot program buy (between 6 and 11 p.m.) delivers a 2.1 million more viewing opportunities at $11,700 less per showing than the 100-market network buy, or $47,400 compared to $59,100 (Katz points out that the comparison is based on the most expensive rate on the most expensive station in each spot market).

The original presentation (which came out last year) had a similar comparison showing network at $57,200 and spot at $45,200 and based on a 100-market NBC network lineup with a potential coverage of 34.5 million tv homes and spot's unduplicated tv homes covered at 31.4 million with delivery of a total 35.1 million "viewing opportunities." Thus, the representative then claimed the spot buy delivered 600,000 more viewing opportunities at a saving said to be $12,000.

Hence, the Katz agency is pointing to what it believes is the greater number of viewing opportunities from the spot tv buy, which from the figures presented show a total approximately 3½ times greater than it was a year ago.

By buying the lowest priced station in the market between the hours of 7-11 p.m., the spot advertiser will pay $29,000 for a comparative saving of $30,000 and for 26 telecasts, $754,000 for a saving of $782,600 as against the network purchase (placed at $1,536,600 for 26 telecasts). Cost per 1,000 "viewing opportunities" is computed at $1.56 for the network lineup, $1.18 for the spot buy on highest priced stations and 72 cents on lowest priced stations.

A similar charting is given for a 30-market spot buy against the 100-market network purchase. Savings: $25,500 on highest-priced stations, $38,800 on the lowest priced outlets; on a 26-telecast basis, $663,000 on the highest priced and $1,008,800 on the lowest priced stations.

For the 30 markets, viewing opportunities are 30.7 million per telecast, according to Katz.

Other factors cited by the presentation as to why spot should be favored over network: network program costs are fixed, spot cost is flexible and market-by-market; emphasis in spot can be favored according to market but on a network an advertiser buys the same number of programs weekly in every market; a nighttime network advertiser by "common practice" will be committed to a non-cancellable contract for time as long as 39 to 52 weeks but in spot the maximum commitment is only 13 weeks; commercials can be varied in content for the local market but in network a costly and cumbersome use of cut-ins would be necessary; merchandising services by stations for spot advertisers are available and finally, stations net more from spot programs, and thus there is an added incentive to clear for the time most desired by the advertiser.

## Katz Also Plans to Target On Local Market Situations

The tv sales development department at The Katz Agency in New York has been active on more than one level.

The unit has worked up spot-network comparison data (see separate story) on the "national" level. On the local scene, the department at the request of advertisers and agencies plans to work with client stations to develop specialized market information.

First such survey already has been completed for an advertiser who makes rifles and ammunition. The survey constituted a poll of viewers of a locally produced sports show on WOOD-TV Grand Rapids, Mich., the cooperating station. The audience was surveyed by the station for general preferences and buying habits in sporting goods and equipment for outdoor activity.

## B&B Newspaper Campaign Shows 'True Picture' of Advertising Force

Benton & Bowles, New York, is currently preparing a series of newspaper ads to show the public and business community the "true picture of advertising's role as an economic and social force."

Robert E. Lusk, president of the agency, wrote a MONDAY MEMO on the same subject for an issue of BROADCASTING earlier this year [Jan. 27].

The first ad depicts the fact that "advertising has sold something to everyone of us" and the second points out that "advertising can . . . and does . . . create awareness about products and services."

The agency lists its 23 clients on the bottom of the ads and describes itself as "advertising and marketing counsel to leaders in American industry."

## Grey Expands N. Y. Office Area

Grey Adv., New York, moves four departments (marketing and research, media, publicity-promotion and accounting) to additional 17,800 square feet at 445 Park Ave., effective May 1. Grey now has 525 employees; 1957 billings were upward of $43.5 million.

## ACTIVITY

### HOW PEOPLE SPEND THEIR TIME

There were 124,943,000 people in the U. S. over 12 years of age during the week April 27-May 3. This is how they spent their time:

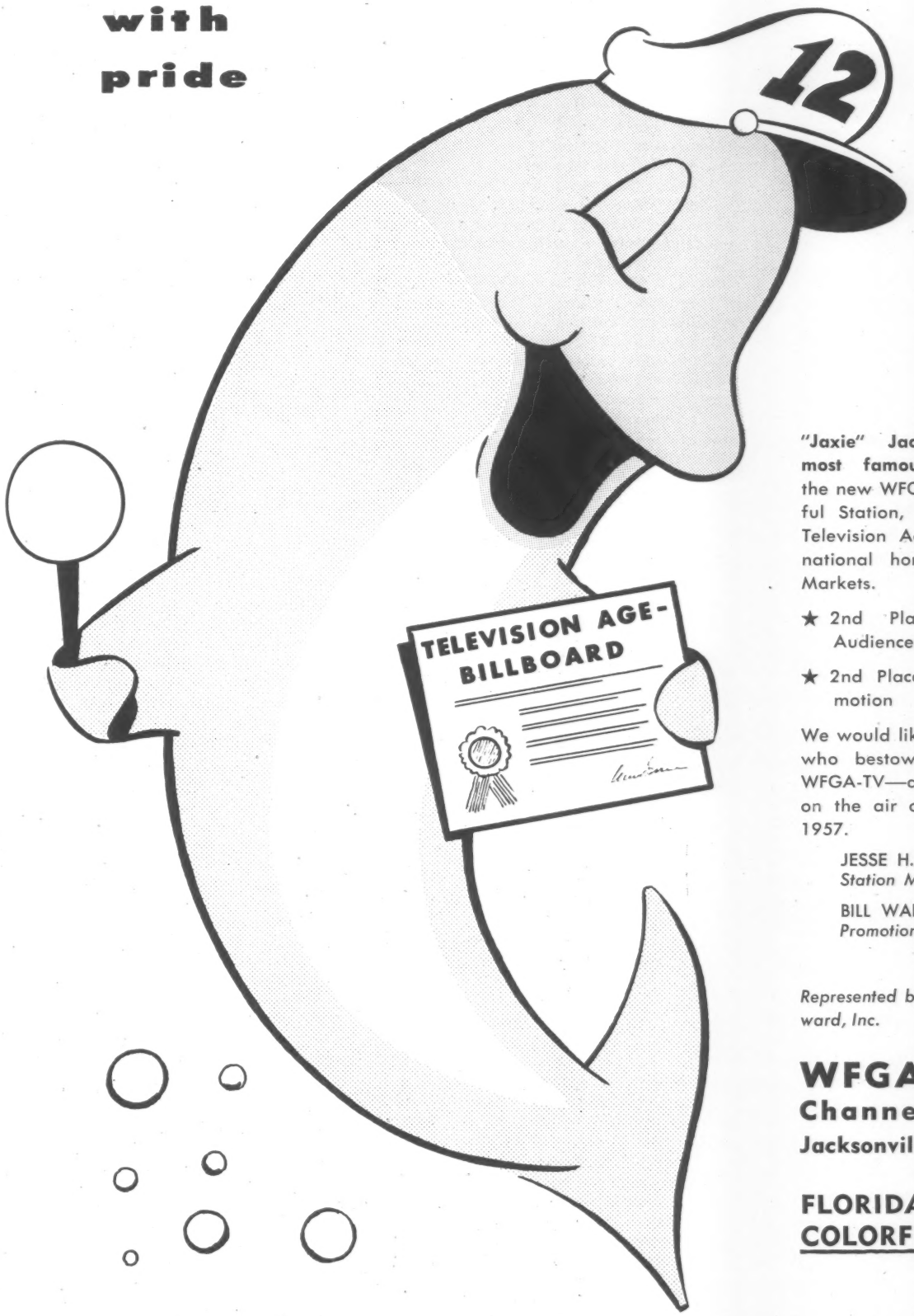
| | | | |
|---|---|---|---|
| 67.0% | (83,712,000) spent | 1,505.5 million hours | WATCHING TELEVISION |
| 58.8% | (73,466,000) spent | 1,013.1 million hours | LISTENING TO RADIO |
| 83.7% | (104,577,000) spent | 422.4 million hours | READING NEWSPAPERS |
| 32.8% | (40,981,000) spent | 183.9 million hours | READING MAGAZINES |
| 17.5% | (21,865,000) spent | 232.6 million hours | WATCHING MOVIES ON TV |
| 24.5% | (30,613,000) spent | 123.0 million hours | ATTENDING MOVIES* |

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of May 1, Sindlinger data shows: (1) 107,850,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,779,000 U. S. households with tv; (3) 46,019,000 tv sets in use in U. S.

# i'm BLUSHING with pride




**"Jaxie" Jacksonville, Florida's most famous Porpoise, says—** the new WFGA-TV, Florida's Colorful Station, has been picked by Television Age and Billboard for national honors in Two Station Markets.

★ 2nd Place Award—General Audience Promotion

★ 2nd Place Award—Sales Promotion

We would like to thank the judges who bestowed these honors on WFGA-TV—a station that has been on the air only since September, 1957.

JESSE H. CRIPE
*Station Manager*

BILL WALKER
*Promotion Manager*

*Represented by Peters, Griffin, Woodward, Inc.* NBC—ABC

## WFGA-TV
**Channel 12**
**Jacksonville, Florida**

**FLORIDA'S COLORFUL STATION**

# FSR PUTTING 400% MORE INTO RADIO

- **Total to be $3.2 million**
- **All-media study motivates**

Fuller & Smith & Ross, New York, is growing radiant over radio. This year the agency plans to allocate $3.2 million to the sound-only medium—up from $650,000 in 1957.

Why the expected $2.5 million "plus" for radio this year? It stems from the results of an all-media research study conducted by the agency over the past two and a half years that shows, among other things (1) the radio audience is as large as it has always been—the listening pattern is all that has changed; (2) the advertiser with a moderate budget can afford to buy network radio; (3) the network buy is given "added mileage" by the purchase of spot adjacencies by local retailers and distributors, and (4) that four times the amount of money is being spent today in radio by local retailers and dealers than in 1948 (pre-tv days). FSR promotes the local buys through a "package plan" which offers merchandising ideas to stations to sell 'tie-in" adjacencies to local dealers through local advertising agencies.

The findings of FSR's research project, which was conducted in New York, Pittsburgh, Cleveland, San Francisco, Beverly Hills and Chicago, show that people never stopped listening to radio—they are just listening differently. Radio no longer is the medium for the family as a unit (television holding down this role) but listening is done out of the living room—in different places, at different times by individual members of the family. Thus, says Gerald Arthur, FSR vice president-manager, media department, "radio's net unduplicated audience which is accrued by the broken audience, is tremendous."

The availability of this data enables FSR to recommend to its clients when, where and how to use radio to reach their particular audience and suit their particular budget.

Mr. Arthur describes the agency's "package" as a plan whereby national advertisers buy a network segment and local distributors, through agencies, buy cut-offs adjacent to the network time from individual affiliates. About three weeks before an FSR client has scheduled a network show, the agency stages a closed-circuit broadcast to the network's affiliates attempting to sell local merchandisers and retailers on the idea of buying adjacencies.

"Most of these local retailers have never before thought of entering radio because of expense," Mr. Arthur said, "but we aim to show that with the added impact of the national message, the local adjacency is an economical and sound investment. On the other hand, the local cut-offs are an advantageous complement to the national advertisers' message."

Last fall eight FSR clients began using the plan and all, according to Mr. Arthur, have renewed for this spring, and next fall. Clients include:

Universal CIT, Ruberoid Co., Edison Electric Institute, Commercial Solvents Corp., Sterling Silversmiths Guild of America, Aluminum Co. of America, Hercules Powder Co., and Hans Holterbosch Inc., importer of Lowenbrau beer. A&M Karagheusian Inc., manufacturer of Gulistan carpets and rugs, a past FSR client now handled by Foote, Cone & Belding, also made use of the plan when with FSR.

FSR clients, while using all four radio networks since last fall, have made heaviest use of NBC and its weekend *Monitor* programming. Universal CIT has bought a schedule of 69 five-minute *Monitor* segments per weekend over a period of four weekends (last weekend in March and April, and scheduled for May 23 and June 27), spending approximately $25,000 per weekend. Prior to the April buy, a closed-circuit meeting was held in studios of 186 NBC affiliates to hear a preview of the CIT sales program featuring such *Monitor* personalities as George Gobel, Fibber McGee & Molly, Ed Gardner, Bob & Ray, Ben Grauer and Peter Roberts. On that weekend 60% of the NBC stations carrying the CIT saturation schedule were tying in by carrying local announcements in adjacent cut-off time periods. Between 4-5,000 adjacencies have been purchased for the upcoming May 23-25 weekend, FSR reports.

Fuller & Smith & Ross doesn't intend to stop with the current tie-in plan in its radio push. The agency hopes to establish regional breakdowns of networks so that changes of copy can be inserted in certain areas. Franchise of three radio stations to be used as a testing ground for clients also is planned by the radio-minded agency.

## Babbitt Switches to Tv Spot

B. T. Babbitt Co. (Bab-O, Glim, other cleansers), New York, is going all-out for tv spot. Effective immediately, Babbitt, through Brown & Butcher Inc., New York, is cancelling its 25-30 spots-a-week schedule in NBC Radio daytime programming, and is funneling funds into "as many tv spots as our money will buy." No explanation was given for the sudden switch, but it's understood that Babbitt and B&B both feel that they can get more "weight" out of spot than network activity. A fortnight ago, Babbitt launched its first tv spot drive since leaving Donahue & Coe last year, entering 25 markets with a 'til forbid schedule on an across-the-board basis.

### ON 'TARGET'

In an unusual advertising arrangement, Spartan Grocers, a wholesale grocery in Cleveland, and four supermarket chains in the area are sponsoring Ziv Television Programs' *Target* series on WJW-TV Cleveland for 52 weeks, starting in late April. The business, placed through Paul Warren Adv., that city, on behalf of Spartan Grocers and the supermarket chains of Square Deal, Payfair, Savmor, all Cleveland, and Food Fairs, Lorain, Ohio, marks the first use of tv by each of the companies. The chains are in non-competing areas, according to the advertising agency, and although each company could not support a tv campaign separately, a joint effort enables each organization to merchandise its participation in the series.

## Pontiac May Brake Tv Spot, Will Step Up Use of Specials

Though General Motors' network tv has shown little sign of being affected by the Detroit recession, spot broadcasting seems likely to feel the pinch this fall. Pontiac Motors Div., at least, is understood to be returning to introduction-only use of spot for the 1959 models after making a valiant attempt to set up a year-round, continuous spot drive for the 1958 car. Pontiac abandoned this plan early in March when advertising funds were curtailed.

Although Pontiac's overall broadcast plans for the 1959 auto have yet to be completed, this much is set: it will again sponsor the 1958 Notre Dame U. football schedule, Sept. 27-Nov. 29, but will switch from MBS to ABC Radio. It will increase its use of network tv "specials" from 5 to 10 [AT DEADLINE, April 28], most of them hour-long shows as against this past season's 90-minute spectaculars. Spots will be aired prior to and during introduction time.

Though officials at MacManus, John & Adams, Bloomfield Hills, Mich., and New York, declined to spell out specifics, it was indicated that last year's $5 million tv-radio budget would be trimmed.

## Ralston-Purina Takes 3 Tv Shows

While Ralston-Purina Co. has already signed for two ABC-TV programs next season—co-sponsorship of *The Rifle Man* and *Broken Arrow* (renewed)—it will not cancel *Bold Journey*. There had been speculation that R-P's budget would not cover three shows. Doubts were resolved with Ralston's renewal, for 52 weeks, of the series. The pact was worked through Guild, Bascom & Bonfigli, San Francisco, R-P agency for Rice Chex. Ralston for the two other shows is represented by Gardner Adv., St. Louis. Also renewed for 52 weeks on ABC-TV was Sylvania Electric Products (J. Walter Thompson Co.), for *Real McCoys*. *Journey* is seen Monday, 8:30-9 p.m., while *McCoys* is on Thursday, 8:30-9 p.m.

## Peck Makes Management Changes

Top-management realignment at Peck Adv., New York, was announced Monday, stemming from the resignation of president Harry Krawit for "reasons of ill health." Sidney Garfield, board chairman, has been elected president of the agency, with the vacant chairmanship being filled by founder Harry Peck, most recently chairman of the executive committee. Sanford L. Hirschberg, vice president, has been elevated to executive vice president and secretary.

# PULITZER PRIZE NEWSPICTURE

Our congratulations to William C. Beall, chief staff photographer of the Washington Daily News, who this week was awarded the Pulitzer Prize for Photography. This prize-winner, distributed by United Press Newspictures, previously had won the National Headliners' Award and was a winner in the United Press Newspictures Contest for September. The picture shows a small boy heeding a Washington policeman's warning not to get too close to a parade. Beall's title: "Faith and Confidence."

United Press
U.P. PICTURES TELL THE STORY

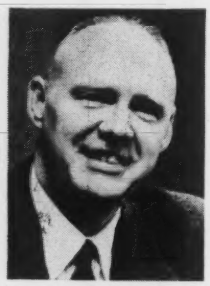
# TV DICTATES FC&B SHIFT TO EAST

*The fact that tv happens to be playing a bigger role at FC&B is a testimonial to the medium . . . in rolling ahead, the agency is finding more of its tracks made in television . . . tv of necessity is playing an ever increasing part in its clients' plans* [ADVERTISERS & AGENCIES, *July 8, 1957*]

Because of television then, modification of broadcast operations at Foote, Cone & Belding has been in the cards for some time. Over the May 3 weekend, the agency, which ranks among the top 10 in the U. S. in total (overall) billing, took a 700-mile stride in adjusting to tv's way of doing business.

FC&B has announced a major shift in its media operations [AT DEADLINE, May 5] that will give the agency, to some extent Chicago-oriented in broadcast activity in the past, a more national or "New York" flavor.

Created was a new post, that of national director of broadcasting. Tapped for the job that will encompass control of the agency's radio-tv activity was Vice President John B. Simpson, a veteran radio-tv show producer and a top broadcast policy executive at the agency. Mr. Simpson moves to New York from Chicago where for the past three years he has been vice president and director of broadcast.



MR. SIMPSON

Mr. Simpson's role at FC&B has been one of responsibility that has included radio and tv activities of Armour & Co. and "recommendations bearing on broadcast media from all of the agency's product groups." He also was in charge of traffic and secretarial personnel for all of the agency's radio-tv supervision and operations.

The emerging pattern of a "New York look" for FC&B became apparent after election of Rolland W. Taylor as president last summer. In moving up from vice chairman of the agency and managership of the New York office, Mr. Taylor retained his headquarters in the Park Ave. building that houses FC&B's New York operation.

In making last week's announcement, Mr. Taylor put his finger on the reason for the shift: "With New York the center of television and our clients increasing their television activity, we are placing our broadcast strength where it will be most effective."

Mr. Simpson in a telephone interview last week created this general picture of developments at FC&B:

• Under the new alignment, the national director of broadcasting will represent all of the agency's offices in the acquisition of programs and time commitments, that is, in the negotiating and buying of network properties. His prime function is to "be where television is bought, sold and 'bartered.'" His office will be responsible for maintaining "close contacts with all clients buying television."

• Function of the New York operation will be to "channel" broadcast matters (particularly network television) and to "tighten up" the broadcast organization within the agency.

• FC&B's improvements in its broadcast operation are both short-range and long-range—it will take some time to smooth the flow of activity. While at first allocating some of his time to Chicago—where Homer Heck, formerly associate director of broadcast, succeeds him—Mr. Simpson expects to spend a few days each week in New York. "Some time in July," Mr. Simpson will be devoting his full time to the post in New York.

• Another veteran agency executive in handling broadcast matters, Vice President Roger Pryor, who is in charge of broadcasting in New York, will have an additional responsibility. Mr. Pryor, in addition to overseeing production (or servicing of shows) in the New York office, will be broadcast production chief for all of the agency's offices. Thus, Mr. Pryor's counseling will be available to the multiple-office set up at FC&B.

• FC&B believes the shift has been needed because most of big-time tv's activity now is centered in New York (from the advertiser's point of view); especially in network tv.

• There are no plans at present for a wholesale shifting of personnel. Involved in the move from Chicago to New York: "Only me," Mr. Simpson said.

• Effect of the newly-created national function in broadcast activity on the agency's "placing of orders" (timebuying function) apparently has not yet been taken up. These matters will be considered presumably in the course of operating the new system.

FC&B last year had a radio-tv billing estimated to be in the vicinity of $40 million. This year expectations are that the total will run about 10% higher. The agency's tv client list is using television this year at about the same pace as in 1957 but increases in billing represent the additional allocation to the medium required by the rise in advertising costs of all media.

Traditionally each of the agency's offices is geared to supply individual attention to the account assigned to it—the agency follows a pattern of assigning the account to the office that is located nearest the client. Unlike many other agencies, FC&B does not maintain "branch offices" in the accepted sense. Instead, the various offices act virtually autonomously. Offices are in Chicago, New York, Los Angeles, Detroit and San Francisco. The agency maintains service offices in Portland, Ore., and Houston, Tex.

Much of FC&B's business is handled in its Chicago office, and in the past, this has been true particularly with network tv activity of its clients. A year ago, the agency expressed its thinking about tv as a medium opening a new avenue in advertising and one to which the advertising field must adapt. The action of setting up a national broadcast operation emphasizes that the agency itself already is "adapting."

# BUSINESS BRIEFLY

## WHO'S BUYING WHAT, WHERE

**QUARTER-MILLION QUART** • Glamorene Inc., Clifton, N. J., has quarter-million-dollar saturation campaign working on network radio and tv for new quart-sized Glamorene liquid cleaner. Shows involved in spring promotion: *Treasure Hunt,* NBC-TV; *Art Linkletter Houseparty,* CBS; *Breakfast Club,* ABC; *Couple Next Door,* CBS. Agency: Product Services Inc., N. Y.

**TEA AND INTEREST** • Tetley Tea Co., N. Y., through Ogilvy, Benson & Mather, N. Y., has signed for five weekly 5-minute CBS Radio daytime serial units, for 52 weeks effective Wednesday (May 21). U. S. Savings & Loan Foundation, N. Y., through McCann-Erickson, N. Y., has purchased 23 of network's "Impact" segments and eight 5-minute news programs June 27-29.

**BACK ON 'TRACKDOWN'** • Socony Mobil Oil Co. and American Tobacco Co., co-sponsors of *Trackdown,* on CBS-TV, Fri., 8-8:30 p.m., have renewed for next season. Agency for Socony is Compton Adv., for American Tobacco Co., BBDO, all N. Y.

**IN FOUR HUNDRED** • Anheuser-Busch Inc., St. Louis, has announced spot drive to promote "Pick-a-Pair of 6-Paks" theme latter part of this month through July. D'Arcy Adv., St. Louis, is placing spots on 400 radio and tv stations.

**SWEEPSTAKES TICKET** • Canada Dry Ginger Ale Inc., N. Y., has bought 10 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m.), starting June 21 and extending over five-week period to promote company's annual sweepstakes. Agency: J. M. Mathes Inc., N. Y.

**IDEAL ARRANGEMENT** • Ideal Toy Co., N. Y., has signed for fourth consecutive year for sponsorship of telecast of Macy's Thanksgiving Day parade in New York over NBC-TV on Nov. 27 (11 a.m.-noon). Agency: Grey Adv., N. Y.

**WHIPPING WEST** • Borden Foods Co., N. Y., is expanding test market run for new Borden's instant whipped potatoes, by entering greater Cincinnati with tv daytime spots. Through Lennen & Newell, N. Y., Borden's already has broken into Albany-Troy-Schenectady (N. Y.) and Springfield-New Haven-Hartford (New England) areas.

**EARLY NEWS BUY** • U. S. Steel Corp., through BBDO, N. Y., has bought a 52-week schedule in the early-morning CBS-TV news with Richard C. Hottelet, 8:45-55 a.m. U. S. Steel also sponsors on alternate weeks *"U. S. Steel Hour"* on CBS-TV.

# PASTORE WANTS ASCAP'S ANSWER TO WRITERS' CLOSED DOOR CHARGE

- **Smathers bill opponents defend BMI's position**
- **One witness lashes out at SESAC requirements**

With Senate hearings resumed last week on the Smathers bill (S 2834) that seeks to divorce broadcasters from ownership in BMI and recording companies, Chairman John Pastore (D-R. I.) served notice on ASCAP that it will be called on to explain charges that unknown songwriters have not been permitted to join that organization.

Sen. Pastore, who is chairman of the Communication Subcommittee of the Senate Commerce Committee, has held periodic hearings on the bill, introduced by Sen. George Smathers (D-Fla.), since last March. Testimony was taken for two days last week from opponents of the bill. The hearings will resume May 21 with representatives of NBC, CBS and the movie industry to testify.

Many songwriters have testified, including Mrs. John Axton last week, that they tried unsuccessfully to become members of ASCAP. Mrs. Axton, a Florida schoolteacher and sometimes rock-and-roll composer ("Heartbreak Hotel"), said she wrote two letters to ASCAP which were not even answered.

To which Sen. Pastore said, "I will say this with all candor because I have tried so hard to restrain and contain myself in commenting on the bill or indicating in any way how I have felt. . . . I have been quite disturbed by some of the testimony that has [been given] to the effect that some people have tried to become connected with ASCAP and they have had difficulty. Now I would like to see that explained in the record. . . .

"I would like to have somebody come in and explain to me what happened to those two letters that Mrs. Axton wrote. I hope somebody will explain why she was ignored. . . . I call upon the side that is interested to come in, if they can explain that, because I think there is a very substantial point made here today that needs refutation if it can be refuted."

Sen. Pastore pointed out that proponents of the bill have extolled the virtues of ASCAP, charging that the American public is being deprived of music, while on the other hand "these young creative people are coming in and saying we tried to connect with them and couldn't until BMI came along."

ASCAP will have a chance to answer Sen. Pastore's query when rebuttal statements are taken at a yet unspecified date, probably late June or early July.

Robert Burton, BMI vice president-secretary, said ASCAP members can resign only if they are willing to incur substantial losses because their catalogues must remain with ASCAP. BMI, he stated, has obtained performing rights of only two former ASCAP publishers.

He said BMI rejects songwriter members only when their material is obviously unacceptable and publishing firms only when they charge writers a fee to publish their songs.

He explained the "tremendous" changes in the techniques of promoting new songs since 1940, when it was necessary to get live performances on radio from top artists. This is no longer necessary, Mr. Burton said, because of refinements in recording techniques and BMI's "open door" policy.

During the last 18 years, he said, he has met face-to-face with hundreds of performing artists, disc jockeys, talent representatives and broadcasters and they have "universally characterized as utterly and completely false" conspiracy charges of the bill's proponents.

"We in America are protected by the underlying constitutional principle which provides against encroachment upon the maximum dissemination of intellectual property," Mr. Burton said. "The proposed legislation would effect an encroachment upon the rights of broadcasters to carry out their public duty to bring ideas . . . to the people of the U. S. and the world. Such legislation is certainly not in the public interest."

Omar F. Elder, secretary and assistant general counsel of ABC, said American Broadcasting-Paramount Theatres objects to the Smathers bill on four points:

"(1) It is unnecessary and would not serve the public interest in any way to require AB-PT to dispose of its music publishing or recording business.

"(2) It is discriminatory against the broadcasting industry.

"(3) It is undesirable to undertake to determine issues already pending litigation in federal courts.

"(4) It is so broad that its application will be extremely difficult—if not impossible."

AB-PT owns Am-Par Record Corp., Mr. Elder stated, which in turn owns two publishing firms, Ampco (affiliated with ASCAP) and Pamco (BMI affiliate). "There is no justification and certainly not the slightest evidence from which any inference can be drawn that AB-PT has ever discriminated between ASCAP and BMI music," Mr. Elder maintained. He pointed out Am-Par records make up a small minority of those played on ABC and its owned stations, who program predominantly ASCAP tunes.

ABC owns 4½ % of BMI, he said, and the only reason broadcasters own BMI stock is to assure that an "adequate alternate competitive source of supply of music" will be maintained.

Paul Raibourne, vice president of Para-

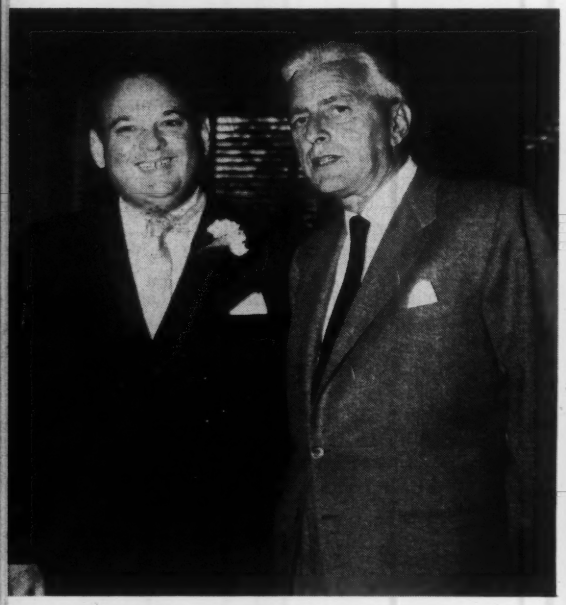
**J. LEONARD REINSCH** *(c), BMI board member and executive director of the Cox stations, discusses the Smathers bill with four witnesses who testified Tuesday against the measure. They are (l to r) Moe Gale, New York publisher; Avery Claflin, serious music composer; Lewis R. Chudd, president of Imperial Records, and William Schuman, president of Julliard School of Music, New York, N. Y.*

**BMI VICE PRESIDENT ROBERT BURTON** *(r) ended his organization's case against the Smathers bill before Senate Commerce Committee. Three other witnesses testifying against the bill were (l to r) publisher Bill Lowery, Atlanta; publisher-songwriter Winfield Scott, East Orange, N. J., and publisher-songwriter Terry Gilkyson, Hollywood.*

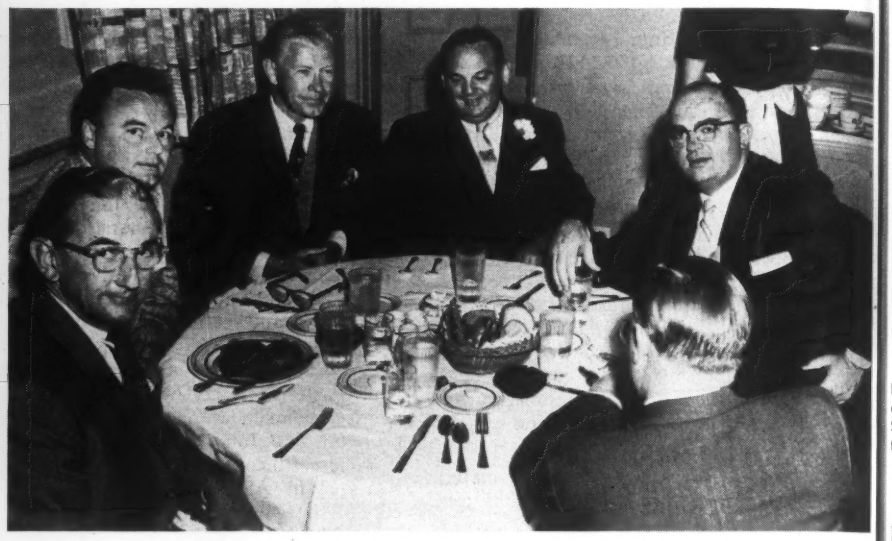
*dvertisement*

# NTA FILM NETWORK MEETS TV

**The 20th Century-Fox Studios in Beverly Hills was the scene of a reception for over 125 of the nation's leading TV station owners and leaders. Hosted by 20th and National Telefilm Associates, the affair was arranged to acquaint them with the Fall product line-up of the NTA Film Network.**

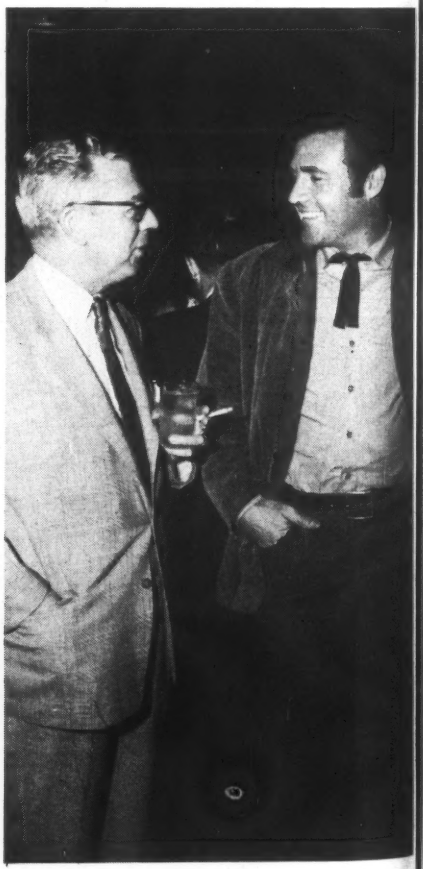


**resident Oliver A. Unger of NTA, with Buddy Adler, 20th Century-ox head of production, representing Spyros Skouras, currently in urope.**



**At lunch, (left to right) Bill McGrath and Robert Cheyne of WHDH-TV, Boston, with George Murphy of Desilu Studios, Mr. Unger, and Ely A. Landau, President of the NTA Film Network.**

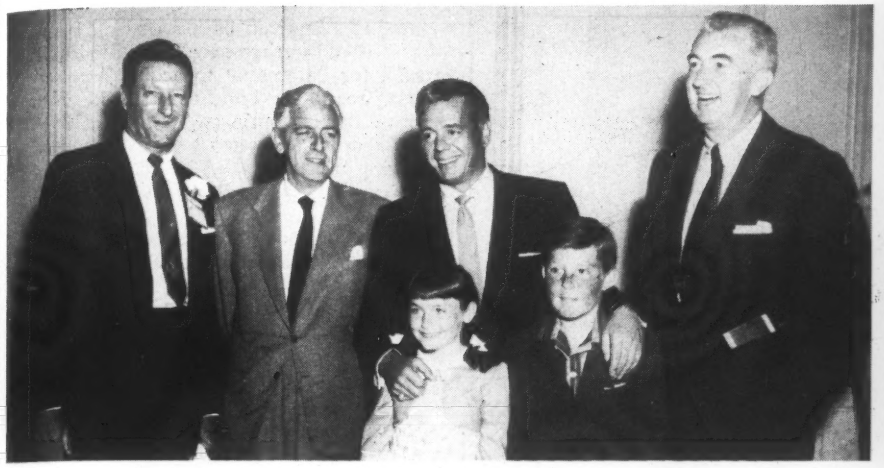
**e stars of TCF-TV's "How To Marry a Millionaire," Merry Anders, Barbara Eden and Lori Nelson join guests Dody nclair of WJAR-TV, Providence; George Higgins of KMBC-TV, Kansas City; Richard Moore of KTTV, Los Angeles, and uis Read of WDSU-TV, New Orleans. The series is one of the highlights of the Fall programming.**



**Gilmore Nunn of WBIR-TV, Knoxville, meets rugged Rex Reason, star of "Man Without a Gun," produced by TCF-TV and another strong series in the Fall line-up.**

**ul Morency of WTIC-TV, Hartford, and Leonard Kapner of WTAE, Pittsburgh, with Lucille Ball, outside the Cafe de Paris.**

# STATION LEADERS AT RECEPTION



Lee Ruwitch of WTVJ-TV, Miami, and Dick Moore of KTTV, Los Angeles, pose happily beside Buddy Adler and Desi Arnaz, who has his arms around Patty Ann Gerrity, the forthcoming darling of TV, and her pal, Stevie Wooten. Patty Ann and Stevie will be seen in "This Is Alice," a Desilu production which augurs top ratings and interest.

Gene Cagle of KFJZ-TV, Fort Worth, with "The Man Without Gun," Rex Reason, and his gun-slinging partner, the Marsha Mort Mills. The series concerns a newspaper editor of the old west

A banner across 20th Century-Fox's Pico Avenue gate greets one of the four buses as it enters the Studios.

The audience sees special trailers of the Fall product, shown for the first time to any group outside NTA Fil Network officials.

Bob Schmid, Vice President in Charge of Station Relations for the NTA Film Network, Fred Weber of WSTV, Steubenville, and Jack Berkman of the Friendly TV Group, meet Mrs. Wooten, and the mainstays of "This Is Alice."

Al Larson of Meredith TV Stations and Leonard Pattricelli of WTIC, Hartford, get first-han information from Barbara Eden, Lori Nelson and Merry Anders, on "How To Marry a Millionaire.

"we stick our necks out on. schedule"
*
**
Whether it's downtown parking, crowded schools or any other local issue —our listeners know exactly where we stand.
Yes, we broadcast editorials—on a regular schedule, several times weekly. We talk up to City Hall. We stick our necks out. On the air. And our listeners love it! They write in by the thousands for copies of our editorials.
These editorials are just another example of Elliot station vitality. Listeners respond so enthusiastically—in such large numbers—that we can deliver more per dollar than any other station in either Akron or Providence Greater Metropolitan Area.
You ought to see: Copies of these editorials—our Market Data Books—our new color film which tells the whole story of our operations. A note to us, or to Avery-Knodel is all it takes.
ES

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

WCUE AKRON, OHIO

THE ELLIOT STATIONS

GREAT INDEPENDENTS • GOOD NEIGHBORS

PROVIDENCE, R. I. WICE




mount Pictures Corp. and president of its KTLA (TV) Los Angeles, said Paramount is opposed to the bill because it "would bring about a restriction in the operations of a segment of American business which is unwarranted and unnecessary." It was natural, he said, for Paramount to acquire publishing and recording firms as an adjunct to its movie-making business. Paramount owns Dot Records and two ASCAP-affiliated publishing firms which, he said, are of "great importance in the exploitation of our motion pictures. . . ."

In denying any broadcaster and specifically KTLA favoritism of BMI, he said: "It is respectfully submitted that this bill should not be enacted because, so long as music is available for use by all with uniform methods of securing licenses for the performance of such music, the radio and tv frequencies of this country are freely accessible to all authors and composers. . . ."

The president of the Assn. of Independent Publishers, Joseph Csida, who also is a representative of top talent, had this to say about charges ASCAP music is being subdued in favor of BMI: "We spend too much of our relatively modest and extremely hard-earned capital and too many hard, weary hours beating around the country in an effort to get our songs played . . . to accept without rancor the asinine charge that our records and songs are played merely because we are affiliated with BMI." He pointed out that the AIP membership comprises both ASCAP and BMI publishers.

Bill Lowery, former disc jockey, testified that he started his own Atlanta publishing firm because many promising composers had no chance to get their songs before the public. "Many had come with much the same story," he said. "Most of them had sent their songs to ASCAP publishers and invariably their material had been returned unopened."

A WNTA (formerly WAAT) New York disc jockey told about negotiations with the State Dept. to send a delegation of disc jockeys to Russia. Murray Kaufman, who also is president of the National Council of Disc Jockeys for Public Service and a partner in both ASCAP and BMI publishing firms, said he found rock and roll extremely popular during a recent tour of Europe. He asked: "If you explain the popularity of rock and roll in the U. S. in terms of a gigantic conspiracy between BMI and the broadcasters, how do you explain the craving for this same kind of music among the youngsters in Europe?"

Two witnesses, William Schuman and Avery Claflin, praised the help BMI has given to serious music composers. Mr. Schuman, president of New York's Juilliard School of Music, said BMI has given "incontrovertible evidence of its willingness to support the art of music over and above business considerations" through cash awards to young serious music composers exceeding $30,000. Mr. Claflin, retired banker, partime composer and treasurer of the American Composers Alliance, said BMI has given ACA a "tremendous boost" by royalty payments and subsidization of office expenses at a financial loss to BMI.

Others who testified against the bill in-

To sell Indiana, you need both the 2nd and 3rd ranking markets.

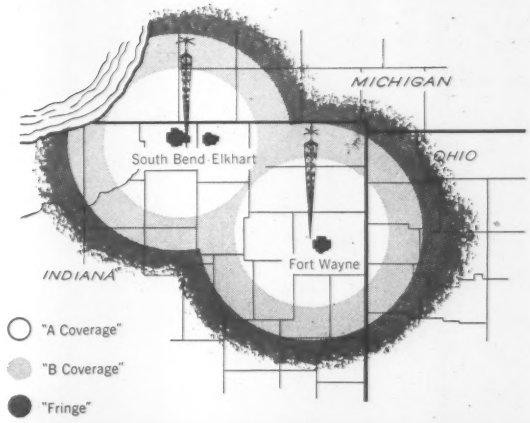
**NOW ONE BUY**

delivers both—

**AT A 10% SAVINGS!**

# YOU NEED TWO TO TUNE UP sales in Indiana!

In this rich, diversified interurbia, automotive manufacturing is only one of many reasons for bulging purses. Fertile farms and varied business each contribute their share. Over 1.6 million population—$2.8 billion Effective Buying Income! There are two major markets in this live sales sector—South Bend-Elkhart and Fort Wayne. You can cover *both* from within, with *one* combination TV buy, and save 10%! Add Indianapolis—get *all* the best in just *two buys!*



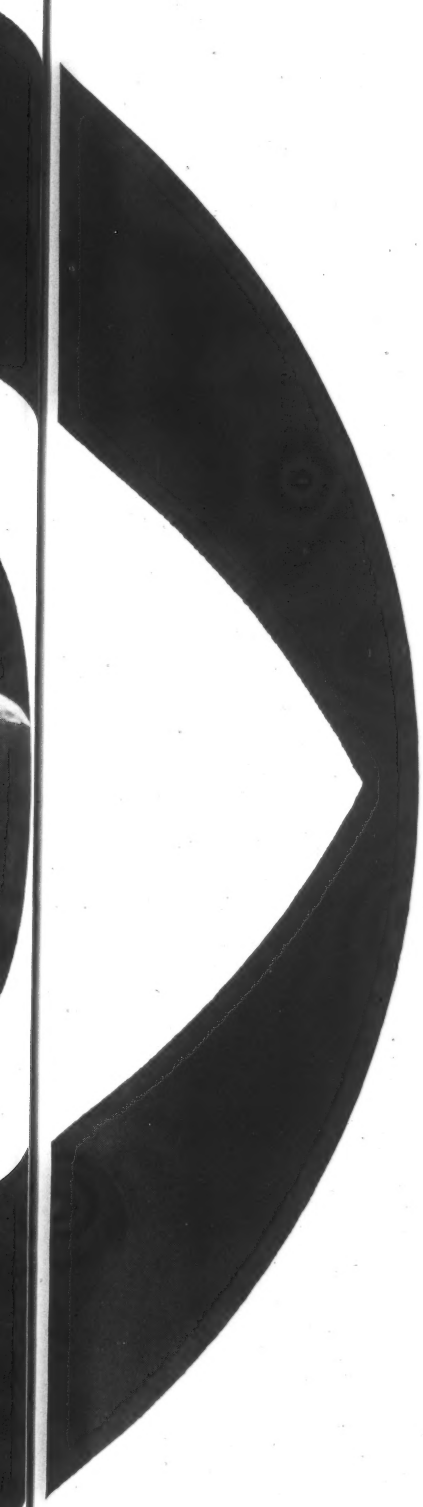

call your **H-R** man now!

**WSJV 28** SOUTH BEND ELKHART ABC

**WKJG 33** FORT WAYNE NBC

**A year-round series of hour-long comedies, musicals and dramatic programs entitled "The Westinghouse Desilu Playhouse," plus 7 Westinghouse Lucille Ball-Desi Arnaz "specials."*

# *You can be sure—if you're Westinghouse*



It would be hard to find an advertiser whose range of television experience has been so broad and consistent as Westinghouse.

Week after week for nine solid years, Westinghouse has demonstrated products ranging from an electric light bulb to an atomic power station that lights an entire city.

It has presented to a constantly growing television audience, programs of every kind—daytime and nighttime, drama and musicals, one-time "specials" and entire election campaigns. Today the audience for its weekly dramatic program is 28 times larger than it was nine years ago.

Westinghouse has just underscored its confidence in the medium it has come to know so well. It announced that next Fall it would continue to talk to its customers through a weekly network hour; it would embark on an even more ambitious scale of programming;* and it would *increase* its annual television investment.

What is perhaps most significant about this decision is that it is not based alone on the spectacular audiences that television occasionally delivers—such as the *60 million viewers* who watched Westinghouse messages on the CBS Television Network during the national political conventions. It is based equally on a firm belief in the fundamental values of television: the unique impact of each television impression; the vast audience that even the *average* program attracts; and the cumulative effect of these impressions week after week over a sustained period of time.

Like Westinghouse you can be sure of finding television's unique values—and indeed television's *largest average audiences*—on the

*CBS TELEVISION NETWORK*

cluded Winfield Scott, New Jersey publisher-songwriter; songwriter Terry Gilkyson; Moe Gale, New York publisher and former personal representative of several top stars; Lewis R. Chudd, president of Imperial Records; Charles C. Cowley, president of Muzak Corp.; Martin Melcher, ASCAP-BMI publisher, personal manager of top stars and husband of singer Doris Day; Don Owens, WARL Arlington, Va., country music disc jockey ("any enterprise that allows a farm boy from Alabama to compete with Irving Berlin is a very healthy system"), and singer Betty Johnson.

Martin T. Obie, vice president-general manager of KWAD Wadena, Minn., entered a new subject into the hearings when he loosed a bitter attack on SESAC, a third licensing firm. "SESAC offers broadcasters practically nothing yet they have been able to obtain agreements from 98% of the radio stations in operation today," he charged. A majority of these agreements were secured through "unfair tactics," he said. Only 200 of KWAD's 30,000 records are SESAC, yet the station is required to pay that organization $20 monthly, he told the subcommittee.

Mr. Obie testified he wrote SESAC challenging its right to collect licensing fees and the firm used an "implied threat" in its reply. He also listed several stations who, he said, have experienced the same relations with SESAC.

Washington attorney Marcus Cohn testified on behalf of two clients seeking amendment of the bill to place their activities outside its scope. Clients are the National Assn. of Educational Broadcasters and jointly-owned Coastal Recording Co. (which rents its facilities to advertising agencies) and WHOM-AM-FM New York. Mr. Cohn said the bill would have "unintended adverse effects" on individual college members of NAEB and on Coastal.

### Kluge-Evans Ownership Team Expanded to New York Outlets

The station-owning combination of multiple-owner John W. Kluge and WTOP-AM-TV Washington personality Mark Evans is continuing with Mr. Kluge's sale of a 10% partnership interest in his New York State am-fm properties, WINE Kenmore and WILY (FM) Buffalo to Mr. Evans for $15,000.

Sale of KOME Tulsa, Okla., by Messrs. Kluge and Evans to another multiple-owning group, Charles W. Holt and associates, for $250,000 is pending FCC approval [CHANGING HANDS, April 28]. Messrs. Kluge and Evans bought KOME last year for $100,000 [FOR THE RECORD, July 22, 1957].

Mr. Evans is also associated with Mr. Kluge in the ownership of WEEP Pittsburgh. Mr. Kluge controls WGAY Silver Spring (Md.), KNOK Fort Worth and WKDA Nashville and with his wife holds a minority interest in WLOF-TV Orlando, Fla.

### FCC View on NBC-WBC Swap Reiterated to U. S. Supreme Court

A restatement of the FCC's position taken during litigation over the NBC-Westinghouse swap of radio-tv stations in Cleveland-Philadelphia—that the FCC's action in approving the transfer does not preclude action by the Justice Dept. on antitrust implications of the transaction—was submitted by the FCC last week to the U. S. Supreme Court as a supplement to Justice's appeal of the case.

The Justice Dept. several weeks ago [GOVERNMENT, March 3] asked the Supreme Court to reinstate the government's antitrust suit against NBC-RCA as a result of the 1955 swap of NBC's WTAM-AM-FM and WNBK (TV) Cleveland plus $3 million for Westinghouse's KYW and WPTZ (TV) Philadelphia.

Federal Judge William H. Kirkpatrick of the Philadelphia District Court had refused to try the Justice Dept. suit, brought in December 1956, on grounds the FCC has primary jurisdiction over a transfer and after it has approved the transaction the Dept. of Justice cannot attack it [GOVERNMENT, Jan. 20; AT DEADLINE, Jan. 13].

The FCC's "supplemental memorandum" last week, submitted to the Supreme Court through the Solicitor General, reiterated the FCC position that it made no error in approving the transaction, concluding that "while the Commission may deny applications as not in the public interest where violations of the Sherman Act have been determined to exist, its approval of transactions which might involve Sherman Act violations is not a determination that the Sherman Act has not been violated, and therefore cannot forestall the U. S. from subsequently bringing an antitrust suit challenging those transactions."

## BARROW HEARING RESCHEDULED

FCC hearing sessions on the Barrow Report—previously scheduled for today (Monday) and tomorrow—have been postponed until next week, with the sessions extended to four days: Monday, Tuesday, Thursday and Friday (May 19-20, 22-23).

Parties still to be heard and their order of appearance are: stations represented by CBS Spot Sales (Glenn Marshall Jr. of WMBR-TV Jacksonville and Jay W. Wright of KSL-TV Salt Lake City); NBC Spot Sales (Nathan Lord of WAVE-TV Louisville); Station Representatives Assn. (John Blair, Blair Tv and Blair Tv Assoc.; Lewis H. Avery, Avery-Knodel; Eugene Katz, Katz Agency; Frank Headley, H-R Tv; Lloyd Griffin, Peters, Griffin, Woodward); Edward Petry of Edward Petry & Co.; John English, Committee for Competitive Tv, and representatives from the following individual tv stations:

KFDM-TV Beaumont, Tex.; KVAR (TV) Mesa, Ariz.; WCSH-TV Portland, Me.; WDSU-TV New Orleans (Robert D. Swezey); WFLA-TV Tampa, Fla., and WLAC-TV Nashville, Tenn.

## ASCAP FILE SENT TO JUSTICE DEPT.

- **House group makes report**
- **Antitrust study recommended**

A House subcommittee last week took a slap at the royalty payments, grievance procedures and voting systems of ASCAP in recommending that the Justice Dept. study antitrust proceedings against the music licensing firm.

The recommendation came in a report released by the Distribution Subcommittee of the Select Committee on Small Business. It followed several days of hearings in March and April [GOVERNMENT, March 17] on charges by several ASCAP members that they were not getting adequate royalty payments and on other society practices.

Chairman James Roosevelt (D-Calif.) said the subcommittee is turning all its records over to Justice and has recommended that such action be taken as is necessary to effectuate the "terms and spirit" of the 1950 ASCAP consent decree. This consent decree settled a federal antitrust suit of several years' standing alleging monopolistic practices.

The report specifically questioned ASCAP's voting system for its directors, its system of checking on music performances, formulas used in allocating royalties and grievance procedures for dissatisfied members. "Remedies for more important problems disclosed by the hearings may be available through appropriate action by the Dept. of Justice," the subcommittee stated.

ASCAP elects its board of directors (12 writer members and 12 publisher members) by allocating a writer member one vote for each $20 of revenue and a publisher member one vote for each $500 of revenue. The report questioned whether this procedure fulfills requirements of the consent decree.

The report also questioned ASCAP's compliance with the decree in its rating of members for performance payments. "There is no consistent corelation between the actual average of performance credits and the point class in which a member is rated," the report found.

ASCAP's grievance procedures are constructed in such a way as to mitigate against a complaining member, the report indicated, and make a reward, when finally received, of relatively little value. The ASCAP board of appeals, in a majority of the cases, does not give a basis for its decisions and interpretations made of the distribution rules are not reduced to writing and are not made generally available, the report found in questioning this practice.

Rep. Roosevelt said the hearings disclosed facts "that raise serious questions of vital concern to this committee" and therefore Justice was asked to step in. Members of the subcommittee held an executive meeting with four attorneys from Justice [CLOSED CIRCUIT, April 7], which already has a sweeping investigation of ASCAP underway, soon after the public hearings closed. Other members include Rep. Tom Steed (D-Okla.), Rep. Charles H. Brown (D-Mo.), Rep. Timothy P. Sheehan (R-Ill.) and Rep. Arch A. Moore Jr. (R-W. Va.).

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# BEELINE® RADIO

## delivers more for the money

Consistent and interesting programming for women listeners is one reason the Beeline delivers more for the money. Katherine Kitchen has been a Beeline feature for 25 years. Thousands of loyal listeners tune in and frequently respond directly by mail or phone. In addition, Katherine Kitchen is featured in McClatchy Bee newspapers.

As a group purchase, these mountain-ringed radio stations deliver more radio homes than any other combination of competitive stations . . . *at by far the lowest cost-per-thousand.* (Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
Paul H. Raymer Co.,
National Representative

**COMR. ROBERT T. BARTLEY** *(right-front) explains a point to five Democratic senators and their chief counsel during Senate Commerce Committee hearings on the Democratic commissioner's reappointment to the FCC. Republican committee members were not present at the time although Sen. Charles Potter (R.-Mich.) came in later. Sitting on the rostrum are (l to r) Sen. John Pastore (R. I.), acting chairman; Harold Baynton, committee chief counsel; Sen. Mike Monroney (Okla.); Sen. Alan Bible (Nev.); Sen. Strom Thurmond (S. C.), and Sen. Ralph Yarborough (Tex.). The hearing lasted only 40 minutes.*

# NO SWEAT FOR BARTLEY IN SENATE

A 40-minute Senate Commerce Committee hearing last Wednesday on the reappointment of Comr. Robert T. Bartley to the FCC turned into a back-slapping session. Five Democratic senators and one Republican had nothing but praise for the commissioner and his record.

Sen. John Pastore (D-R. I.), acting as chairman in the absence of Sen. Warren Magnuson (D-Wash.), summed up the committee's sentiment when he told Comr. Bartley: "I think you can sleep tonight."

Sen. Ralph Yarborough (D-Tex.), in introducing his fellow Texan to the committee, called Comr. Bartley's reappointment a "great tribute" in light of recent attacks on the FCC during investigations of the House Legislative Oversight Subcommittee. Noting the commissioner's record as a "dissenter," Sen. Yarborough stated the FCC would not be in the "mess it is in today" if its decisions had gone the way Comr. Bartley voted.

On questions about matters before the FCC, Comr. Bartley had this to say:

Daytime broadcasters' petition for longer hours—Work is "very active." He said comments are due later this month (May 19) and that the Commission will act promptly when all pleadings are in.

Reappraisal of industry payment of hotel bills—"We have had occasion to do that in the recent past [NAB convention in Los Angeles two weeks ago for which commissioners paid their own bills]." While contending there is nothing "basically wrong" with the practice, Comr. Bartley said, "They aren't going to pay any more of my bills."

Code of ethics—"Would be a very helpful thing."

Community antenna tv problem—FCC is well aware of the situation. The question, he said, is whether CATV should be limited at the expense of limiting viewers in sparsely-settled areas to only one local service. Sen. Mike Monroney (D-Okla.) said the FCC should regulate CATV systems.

Channel reservations for educational tv—There are "no intentions" of deleting such reservations. "I endorse heartily the view that we must preserve these channels longer for non-commercial educational purposes. . . ."

Pay tv—Mr. Bartley's position is a matter of public record since he dissented to the FCC announcement it would accept applications for pay tv.

The only discordant note was a brief, strictly partisan exchange between Sen. Pastore and Sen. Charles E. Potter (R-Mich.), who was present for only the last few minutes of the Bartley appearance. Sen. Pastore hit the administration for allegedly replacing "true" Democrats with "Eisenhower Democrats" on the federal agencies. He said Comr. Bartley "exemplified" the true public servant, and that the reappointment was the first one made of a Truman-appointed Democrat by the present administration. In the past, Sen. Pastore charged, minority party members had been appointed only because "they had leaned the other way in a campaign—a pay-off." This is true of every administration, the senator added.

Sen. Potter, who said he was "delighted" at Comr. Bartley's reappointment, took issue with Sen. Pastore's statements and pointed out that several other Democrats have been reappointed to agencies by President Eisenhower.

Committee approval of Comr. Bartley's reappointment is scheduled for consideration at an executive meeting this Wednesday. First appointed by President Truman in 1952, his current term expires June 30. Also on the agenda is the appointment of John S. Cross to fill the FCC vacancy created by the resignation of Richard A. Mack. There have been indications, however, that Mr. Cross may be called back for further questioning.

## D. C. Bar Offers Trial Manual

A 130-page manual on administrative trial techniques has been published by the District of Columbia Bar Assn. It contains a general section written by D. C. Circuit Judge E. Barrett Prettyman, followed by chapters on detailed practice and procedures of 16 federal agencies (Armed Services Board of Contract Appeals—Tax Court of the U. S.), including the FCC. The manual, a reprint of a 1950 publication, was prepared by the Junior Bar Section of the D. C. Bar Assn. Jerome H. Heckman is chairman of the section's Administrative law committee. The Junior Bar section is comprised of Washington attorneys who are 36 or under. The revision took two years and may be obtained from the D. C. Bar Assn. Price is $3.

# '60 CENSUS TO OMIT RADIO HOME COUNT

The 1960 decennial census will not include figures showing the number of homes with radio sets, according to Secretary of Commerce Sinclair Weeks.

This will be the first census since 1930 to appear without an accurate count of radio households.

Television homes will be counted in the 1960 census, according to a letter sent by Secretary Weeks to Chairman Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

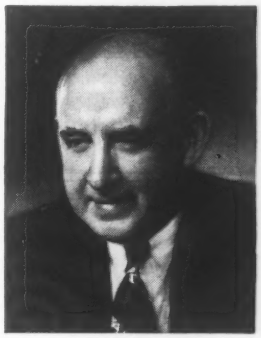
NAB had proposed to the Census Bureau that the 1960 census include data on both am and fm radio reception, as well as tv. The radio proposal met with opposition based on the difficulty of obtaining breakdowns of receiver types and the high radio saturation currently existing.

The 1950 census showed roughly 40 million radio homes, a 95.6% saturation point. Most every home now has one or more radios, a situation that makes a 1960 radio homes tabulation of little interest to many marketers.

In 1950 the census showed 12.3% tv home saturation at that early stage in television's history. The last Census Bureau sampling survey of tv homes showed an estimated 41,924,000 tv sets as of January 1958, or 83% of all U. S. households. This sample

# Why are utilities investing in atomic-electric power?

**High cost is one of the much-discussed problems of the development of atomic-electric power plants now being planned, built or operated by the independent electric light and power companies. Compelling reasons for their investment in this field are outlined by Raymond Moley in this column from *Newsweek*.**



*Reprinted with permission from Newsweek*

The utilities will be operating these [atomic-electric power] plants over the years ahead when it may be possible to recoup the unprofitable outlays that are necessary in these experimental and relatively primitive years. For no one yet knows either the type of reactor which will ultimately be the answer, the best type of fuel, or the metallurgical angles yet to be solved.

They face, however, the inexorable prospect of astronomical increases in the demands for electricity in a miraculously growing economy.

In terms of a huge unit of measurement called the Energy Unit, the world now uses two-tenths of an EU a year. The total energy used in the world from A.D. 1 to 1860 was six and a half units. From 1860 to 1957, five more were consumed. By A.D. 2000, ten to twenty more units will have been used. But by that time one unit a year will be needed, five times the present consumption. We must take a sharp look now at the energy sources conventionally used, such as coal, oil, gas, and falling water. And we must plan to use some other form of energy-producing resources.

The need is emphasized by the estimates of power needs in the United States. Between 1946 and 1956 the private investor-owned companies increased their generation of power 154 per cent.

In New England, where population growth is only moderate, power consumption increased 95 per cent. The current growth in that region is shown by the fact that the companies there have scheduled for construction in the next three years an increase of 20 per cent over the present. In the upper Midwest from Ohio to the Dakotas generating capacity is being increased over 11 per cent a year.

In the Pacific Northwest, the past ten years have seen a 66 per cent increase. In the mountain region comprising Utah, Wyoming, Colorado, New Mexico, and Arizona the plant capacities of the investor-owned companies have increased in the past ten years three and three-quarters times and the present rate of increase is 9 per cent a year. In the region comprising Texas, Oklahoma, Arkansas, Louisiana, and Mississippi, the second fastest growing region in the nation, the growth of electrical-energy supply has not only kept pace with general economic progress and population growth but has made expansion in other fields possible. The Southeastern region has increased generating capacity by 63 per cent in five years.

For the ten-year period from 1946 to 1956 California had an increase of 170 per cent in power supply.

Of course, these regions differ greatly in their energy resources. New England is decidedly needy in coal and oil. This adds to the cost of producing power from conventional sources. Utah and the region nearby is indescribably rich. These differentials count in the urgency with which the companies are seeking the solution through atomic power.

Thus the progress of nuclear power will be conditioned by costs. Taking a close look at the new source, most [companies] are deep in investing in atomic plants, planning toward the time when that inexhaustible source will be competitive with what they have now.

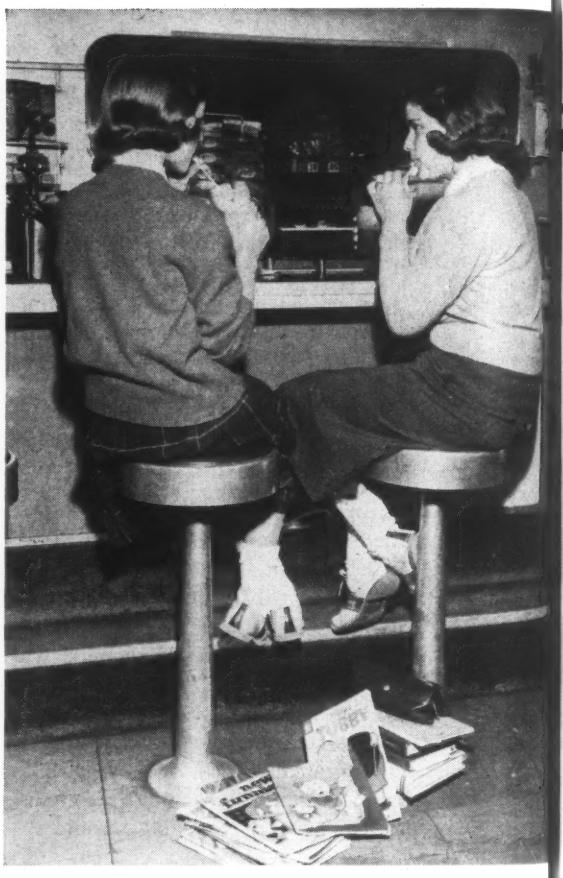
**America's Independent Electric Light and Power Companies***

*Company names on request through this magazine

# DO YOU WANT THIS HOUSEWIFE **BUYING** AUDIENCE?

WCKY'S ADULT PROGRAMMING
GIVES YOU THE HOUSEWIFE
BUYING AUDIENCE.
93%* ADULT AUDIENCE

# OR THIS TEEN-AGE **ALLOWANCE** AUDIENCE?



"TOP 40" PROGRAMMING GIVES
YOU THE TEEN-AGE AUDIENCE.
TOP 40 PROGRAMMED CINCINNATI
STATIONS RUN AS HIGH AS 39%*
TEEN-AGE & CHILDREN AUDIENCE.

*Nielsen Nov.-Dec. '57

L.B. Wilson
INCORPORATED
WCKY
CINCINNATI

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Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

**CINCINNATI**
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

**CHICAGO**
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

*BUY WHERE YOU GET*
*AN ADULT*
*BUYING AUDIENCE*
*IN CINCINNATI*

# CINCINNATI'S MOST POWERFUL INDEPENDENT RADIO STATION

## 50,000 watts of SALES POWER

*On the Air everywhere 24 hours a day*
*seven days a week*

**ONLY WCKY GIVES YOU ALL 4**

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

**THE *L.B. Wilson* STATION**

**SAN FRANCISCO**
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

**LOS ANGELES**
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

***YOUR BEST BUY IS WCKY***

WCKY

survey was conducted for Advertising Research Foundation.

Secretary Weeks' statement to Chairman Magnuson, based on a query about the agency's authority to count radio-tv homes, follows:

"We have authority to include questions on radio and television, and inclusion is feasible, since we have collected information on both of these subjects in the 1950 Census of Housing. After evaluation of all pertinent circumstances, the decisions reached are that ownership of a television set is to be included [in the 1960 census], but that no questions on radio should be included because the 1950 census found radio in nearly every home."

## SEC Reports for April

Common stock transactions by officers and directors of companies in the radio-tv and allied fields, reported by Securities & Exchange Commission for the month of April, were as follows:

**C&C Television Corp.**—Matthew Fox, bought 100 shares in January and 800 in March; sold 400 shares in February and 1,900 shares in March, resulting in total holdings of 615,800 shares (of which 607,000 shares are held as collateral against loans). Walter S. Mack, sold 2,000 shares in February, reducing total holdings to 184,200.

**Guild Films Co. Inc.**—David Van Alstyne Jr., sold 2,000 shares in March, resulting in reducing holdings to 7,407. Harry A. McDonald, sold 200 shares in March, with holdings now 500 shares.

**National Theatres Inc.**—B. Gerald Cantor, bought 500 shares in March, with total holding now 109,000. Jack M. Ostrow Corps., bought 1,400 shares in February and 20,000 shares in March, increasing holdings to 80,000. E. C. Rhoden Holding Cos., bought 2,000 shares in March, making holdings 55,525.

**Skiatron Electronics & Television Corp.**—Arthur Levy, sold 13,350 shares in February, reducing total holdings to 340,331.

### Byrne Seeks Excise Tax Relief

Rep. Emmett Byrne (R-Ill.) last week introduced a bill (HR 12307) which would remove the federal excise tax on several products and services, including the 10% tax on radio and tv sets, phonographs and communications. The measure was referred to the Ways & Means Committee, which has several similar bills pending.

### Phoenix ID Permitted KVAR (TV)

The FCC last week granted KVAR (TV) Mesa, Ariz., permission to identify itself with larger, neighboring Phoenix. Comr. Frederick W. Ford dissented to the action. Comr. Ford has been opposed in principle to stations' dual identification of themselves with markets other than that to which they were originally assigned.

### KXJK Requests Channel Shift

The reassignment of tv ch. 8 from Jonesboro, Ark., to Forrest City, Ark., was requested last week by KXJK Forrest City, which told the FCC it would apply for the tv channel if ch. 8 is so reassigned. The station said such a move would meet the FCC's requirements on objectional interference and mileage separations of adjacent and co-channels.

### Seven Am's, One Tv, One Fm Authorized by Commission

The FCC last week granted Trans Video Co. of Oregon a construction permit for ch. 27 in Portland.

Construction permits for am stations granted last week by the Commission included:

- Sanford A. Schafitz, Lorain, Ohio, to operate on 1380 kc with 500 w, day. Comr. Robert Bartley did not participate in this decision. An initial decision of Dec. 4, 1956 proposed this action.
- WGLI Inc., Babylon (village), N. Y., to operate on 1290 kc with 1 kw. Comr. Rosel Hyde dissented. Comr. Bartley did not participate. An initial decision of Jan. 11, 1957 had looked toward this action.
- Atlantic Broadcasting Corp., Farmville, N. C., to operate on 1050 kc with 250 w, day; engineering conditions.
- James B. Childress, Murphy, N. C., to operate on 1390 kc with 1 kw, day; engineering condition; remote control permitted.
- Evans County Broadcasting Co., Claxton, Ga., to operate on 1470 kc with 1 kw, day.
- Albany Broadcasting Co., Albany, Ky., to operate on 1390 kc with 1 kw, day.
- Gateway to the North Broadcasting Corp., Clare, Mich., to operate on 990 kc with 250 w, day; engineering conditions.

Among the grants of fm construction permits last week:

- RKO Teleradio Pictures Inc., San Francisco, Calif., to operate a class B fm station on 106.1 mc with 71 kw; engineering condition; remote control permitted.

Comr. Frederick Ford did not participate in any of the am-fm decisions.

For other broadcast actions of the FCC see For The Record, p. 103.

### Elder to News Post in Senate

Oscar Elder, for the past year director of press information for RAB, New York, has been appointed news secretary for Sen. Spessard Holland (D-Fla.). A native Floridian, Mr. Elder for several years was associated with NAB. He left NAB with Robert K. Richards in July 1955 when the latter established a public relations firm in Washington. Mr. Elder subsequently went from the Richards firm to RAB.

### Comr. Ford to Address FCBA

FCC Comr. Frederick W. Ford will be the speaker at the monthly luncheon of the Federal Communications Bar Assn. at the Willard Hotel May 27, it was announced last week. Mr. Ford, appointed as a commissioner August 29, 1957, will review some of the problems affecting the Communications Act. This is his first public speaking engagement.



# TV NETWORKS 13.5% ABOVE '57

Network tv gross billing in the first quarter of this year reached $143,704,116, or a 13.5% increase over the 1957 first quarter, the Television Bureau of Advertising reported last week. The report is based on figures prepared by the Leading National Advertisers and Broadcast Advertising Reports.

The network billing for March was a shade below $50 million, a gain of 13.3% over the same month a year ago. ABC-TV alone was up 37.3%; CBS-TV increased 5.2%, and NBC-TV was 13.3% ahead of its March 1957 total. March was the peak month for ABC-TV. The figures indicated that March also was the high point during the January-March period for NBC-TV, while for CBS-TV the March billing was not quite up to the level scored in January.

The complete breakdown follows:

Network Tv Gross Time Billings

*Source: LNA-BAR*

| | 1957 | 1958 | % Change |
|---|---|---|---|
| | MARCH | | |
| ABC-TV | $ 6848,848 | $ 9,402,407 | + 37.3 |
| CBS-TV | 20,172,173 | 21,211,070 | + 5.2 |
| NBC-TV | 16,631,974 | 18,845,860 | + 13.3 |
| TOTAL | $43,652,995 | $49,459,337 | + 13.3 |
| | 1957 | 1958 | % Change |
| | JANUARY-MARCH | | |
| ABC-TV | $19,739,917 | $27,013,004 | + 36.8 |
| CBS-TV | 58,712,735 | 62,715,826 | + 6.8 |
| NBC-TV | 48,087,546 | 53,975,286 | + 12.2 |
| TOTAL | $126,540,198 | $143,704,116 | + 13.5 |

### Rapid Gains for NBC Operations Show Up in RCA's Annual Report

NBC emerged from last week's RCA stockholders annual meeting in New York (see page 78) with an image of a network increasing rapidly in strength and growth.

In his report to stockholders, RCA President John L. Burns credited NBC with the following:

- An increase of 10% in net sales (after all discounts) for the first quarter of this year as compared with the same three months of last year. (An NBC spokesman claims a "substantial part" of the rise is attributable to a gain in time and program sales.) Included in the NBC operation are the radio and tv networks, their owned and operated stations, California National Productions, spot sales and NBC International.
- A rise of 45% in net sales at NBC Radio alone for the first quarter of this year compared to that period last year. Mr. Burns reported that "in 1957, NBC reversed the downward spiral of network radio."
- Capture of the title, "number one television network," during peak hours of nighttime programming, while the radio network

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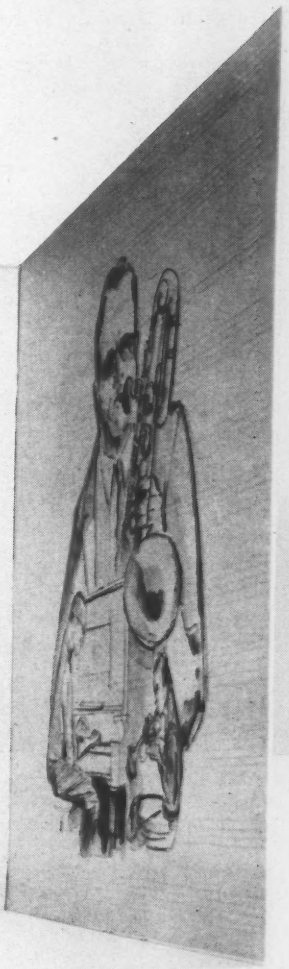
*TT-400/200 TURNTABLES*

- **RUGGED:** built of heavy cast aluminum.
- **SIMPLIFIED:** only three moving parts in drive mechanism.
- **CONVENIENT OPERATION:** gear shift speed selector; indentation for 45's, requiring no adapter; on-off switch with reverse on synchronous motor models.
- **EFFICIENT:** simplified drive with double-ball thrust bearing.
- **FOUR MODELS:** TT-400, 16″ with 4-pole motor, $199.50; TT-400S, 16″ with synchronous motor, $235.00; TT-200, 12″ with 4-pole motor, $99.50; TT-200S, 12″ with synchronous motor, $139.50.

# TURNTABLES FOR MODERN STATIONS

COLLINS

CREATIVE LEADER IN COMMUNICATION



"became number one in terms of sponsored hours." He said "NBC's share of the national television audience has increased tremendously this broadcast season, and the latest audience survey shows NBC leading the second network by 14% in average evening ratings and the third network by 39%. This achievement resulted from a drastic re-programming of the television network, which required a heavy investment and thus adversely affected NBC's 1957 profits.

"NBC's recapture of the top position in nighttime audience popularity represents the greatest one-year audience shift in television's history."

According to TvB's report of network tv gross time billings for the first quarter of this year, NBC-TV had a total of $53,975,286 or a 12.2% gain over the corresponding quarter of last year.

# POST-GRADUATE COURSE IN NETWORKING

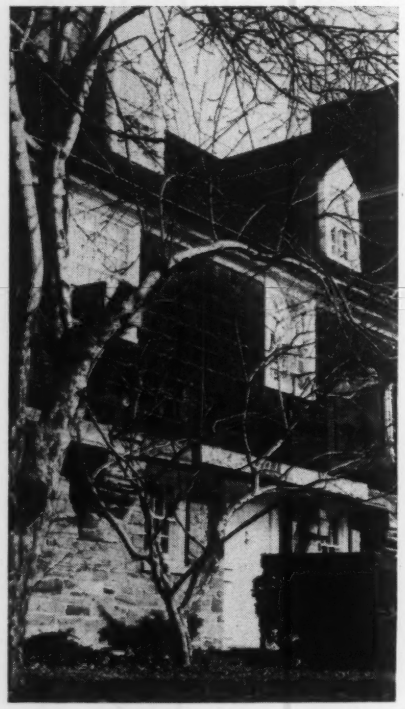
Some 150 NBC executives got a broader view of the network's business, its objectives and its major problems in a different sort of school that wound up last month. It was the NBC Advanced Management Program, said to be the first of its kind in broadcasting, and it consisted of four one-week study sessions at the Nassau Tavern Hotel in Princeton, N. J. Some 37 executives attended each week, studying a curriculum that kept them busy from 8:30 a.m. to 11 p.m.

Following a committee system of studying "cases" based on actual situations, all students by the end of their week had been called upon to make executive decisions in major areas.

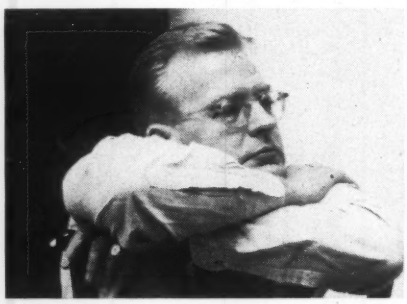
NBC President Robert W. Sarnoff explained the course's purpose thus: "Changing conditions, both in the broadcasting industry and within our company, dictate the necessity of reviewing regularly the overall NBC operation. Then, too, as executives progress up the managerial scale, it is necessary for them to broaden their knowledge of the areas in which we expend our major efforts."

In addition to the committee discussions, the groups were addressed by Mr. Sarnoff and guests from outside NBC. These included Edwin Cox, board chairman of Kenyon & Eckhardt, and Alfred L. Hollender, vice president and radio-tv director of Grey Adv., who discussed agencies' view of the networks; Jack Barry, Dave Garroway and John K. M. McCaffrey, who gave the performers' view; George Benson of Robert Saudek Assoc., explaining the program packager's position, and John L. Burns, RCA president, Theodore E. Smith, executive vice president for RCA industrial electronic products, and W. Walter Watts, executive vice president for RCA electronic components.

The "school" was conducted by the NBC personnel department under vice president B. Lowell Jacobsen, in conjunction with Harbridge House Inc., Boston, consulting firm that specializes in executive development programs. D. C. Wallace of RCA was coordinator.

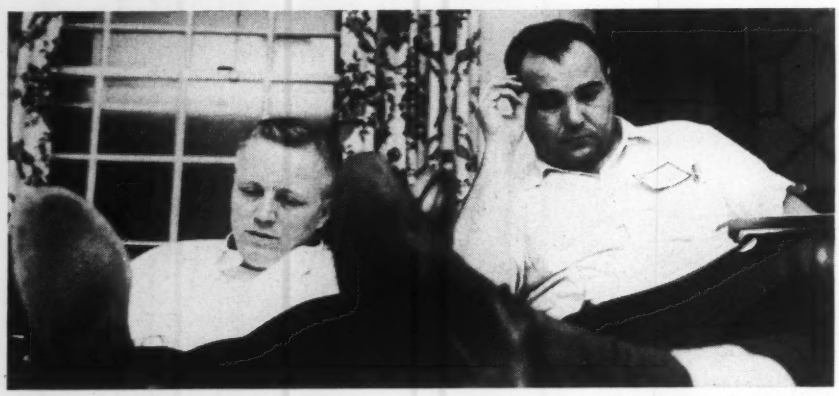


**HALLS OF IVY:** *NBC went back to Old Nassau (the Nassau Tavern Hotel, Princeton, in this case) for its seminar.*



**SCHOLASTIC STUDY:** *Bill Davidson, general manager, WRCA-AM-FM-TV New York, concentrates on a problem.*

**PRESIDENTIAL PEDAGOGUE:** *NBC President Robert W. Sarnoff took on a teaching stint at one of the sessions.*



**BURNING THE MIDNIGHT OIL:** *Tony Krayer (l), business manager for NBC Spot Sales and owned stations, and Hank Shepard, general manager, WAMP-WFMP (FM) Pittsburgh, find that back to school means back to the books.*

# Sampson sees Red

## *and cashes in on award-winning local news!*

Rhode Island Red proudly points out to timebuyer Sampson B. Sagamore that only WJAR-TV has: (1) 6 daily newscasts prepared from 5 news services plus on the spot coverage! (2) Highest rated newscasts in the Providence market! (3) The Peabody Award for special events plus awards from THE BILLBOARD and VARIETY!

*In the PROVIDENCE MARKET*

**WJAR-TV**

*is cock-of-the-walk in viewers' loyalty!*

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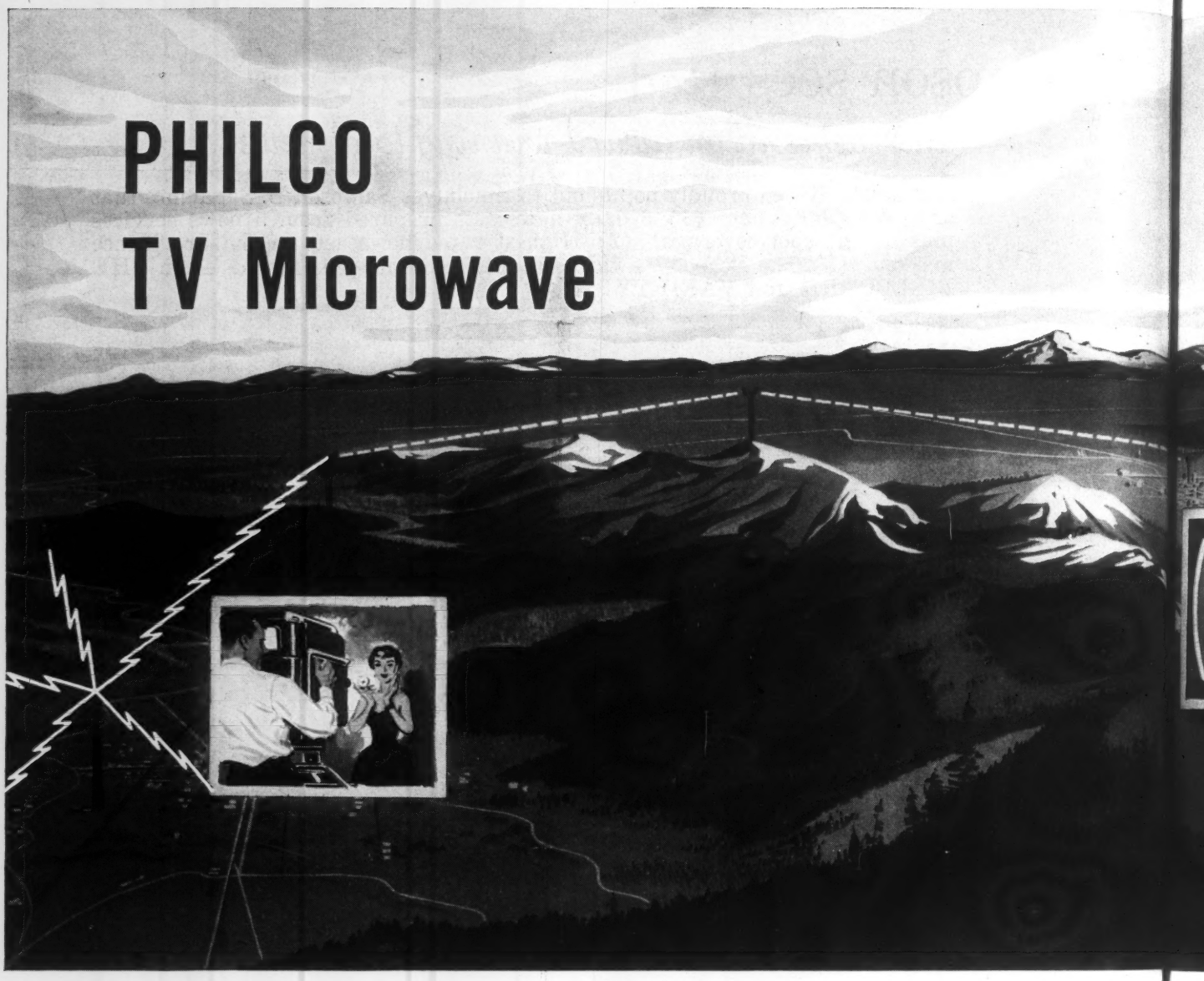
# PHILCO
# TV Microwave



## . . . provides reliable, low-cost, unattended TV relaying!

Philco television microwave systems provide economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is modern microwave . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation. Philco TLR systems provide S-T-L relaying in the 5900 to 7400 mc bands.

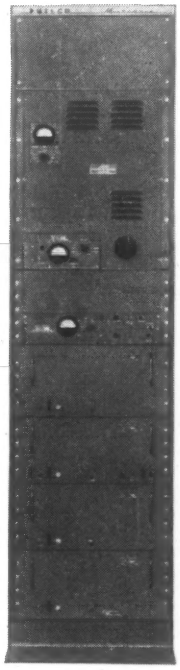
Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits combine with automatic stand-by to assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, overwater transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- **Highly reliable, unattended one-watt operation**
- **Field proven in extended multi-hop applications**
- **True repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**

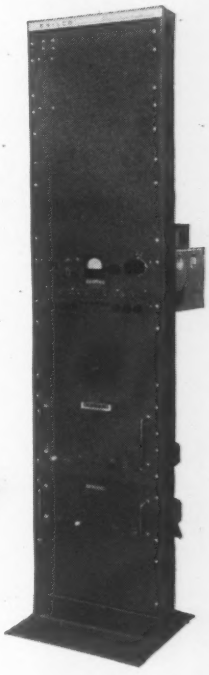


**Repeater**—The Philco TLR-4 Microwave Repeater is a true repeater utilizing the heterodyne principle to produce high performance quality and simplicity of operation and maintenance.

Because video performance of a microwave system is determined mainly by the transmitting and receiving terminals, the introduction of the TLR-4 Heterodyne Repeater, which is essentially transparent, results in optimum overall system performance.

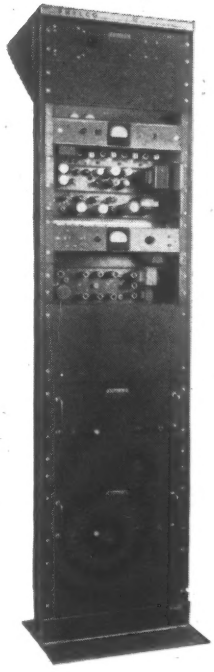
The output frequency of the TLR-4 Repeater is derived from the input signal (±190 mc) provided by a crystal. Therefore, the output frequency is independent of adjustment or drift of the microwave local oscillator.

Field maintenance testing of the TLR-4 Repeater is rapid, consisting only of RF and IF bandpass checks. Only simple IF sweep equipment is needed to obtain original factory alignment of the IF strips for differential phase and differential gain requirements. No special phase testing nor phase correction adjustments need be made.



**Transmitter**—The Philco Model TLR-6 Transmitter consists of three basic units: (1) a transmitter chassis, (2) a +750 volt de power supply and (3) a +300 volt de power supply. All units are designed for rack mounting in a standard 19″ relay rack.

Transmitter chassis contains the reflex klystron r-f generator and associated modulator, a-f-c circuits; wavemeter and amplifier, metering circuits for monitoring within the equipment, a built-in test signal generator, and a —500 volt power supply. All operating controls and the more frequently used maintenance controls are located on the front panel of the transmitter chassis.



**Receiver**—The Philco Model TLR-6 Receiver consists of seven basic units: (1) a Pre-Amplifier and Mixer Assembly, (2) a Receiver Chassis, (3) an Automatic Frequency Control Chassis, (4) a Local Oscillator Chassis, (5) a Video Chassis, (6) a 300 Volt Power Supply and (7) a 105 Volt Power Supply.

The Pre-Amplifier and Mixer Assembly is connected to the waveguide support at the rear of the rack, while the remaining six units are rack mounted.

The Receiver Chassis contains an IF amplifier plus metering circuits for monitoring critical points within the equipment.

The Automatic Frequency Control Chassis contains a repeller power supply in addition to the AFC circuits.

To meet the challenge of advancing technology, support the rapid expansion of scientific education. At Philco, opportunities are unlimited in electronic research and engineering—transistor circuit applications—computer logic design, test and evaluation and input/output equipment design.

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## ABC-TV Group Names Drilling

Joe Drilling of KJEO (TV) Fresno, Calif., was named chairman of the ABC-TV Affiliates Assn. board of governors at the board's annual election April 29. New vice chairman is William Walbridge of KTRK (TV) Houston, Tex. Joe Herold of KBTV (TV) Denver is secretary and J. Joseph Bernard of KTVI (TV) St. Louis, treasurer.

## Elaine Carrington, 66, Dies; Created First Radio Soap Opera

Elaine Sterne Carrington, 66, who in her lifetime conceived radio's first daytime serial and went on to produce personally an output of 12,000 anguished daily installments, died in New York Hospital on May 4 after a short illness. In 1932, Mrs. Carrington gave life to *Red Adams,* a thrice-weekly show starring Burgess Meredith; a change in sponsors—a chewing-gum company—necessitated the change to *Red Davis.* In 1933-34, "Red" became "Pepper Young" and *Pepper Young's Family* to this date is still an NBC Radio fixture. (NBC officials indicated last week that the series would continue, but would be written "by others.") In her peak years, Mrs. Carrington ground out 38,000 words a week for such other serials as *When a Girl Marries,* last on ABC Radio and before that, on NBC Radio and CBS Radio, and *Rosemary,* a CBS Radio serial.

Mrs. Carrington wrote all her shows in bed. Initially, she would turn out a five-day synopsis, then reel off 15 minutes of dialogue—playing all the characters with different voices—into a dictaphone, more recently a tape machine. Two stenographers then would take over.

Her husband, Robert Dart Carrington, died in 1945. She is survived by a son, Robert Bruce, and a daughter, Patricia.

## TOA Feels CBS-TV Report Mashed Too Hard on Its Toes

CBS-TV's feature treatment of the many uses to which former movie houses have been put, aired on the April 25 *Douglas Edwards and the News,* drew the fire of theatre owners of America last week.

TOA asked CBS Inc. Board Chairman William C. Paley for "corrective action." But CBS Director of News John F. Day replied TOA was "perhaps unnecessarily concerned." The program showed former movie houses which now are a bowling alley, church, tv studio and delicatessen.

Mr. Day explained "this story made no effort to report the full scope of the revolution in the motion picture industry, and as a matter of fact, we could not possibly report in such scope on any one Edwards news show. The fact is not unique in your particular field." Noting the Edwards show has had many stories on various facets of the movie industry, Mr. Day assured TOA "we will have others, some of which you will undoubtedly like better than you did the one in question."



# NTA Natl. Theatres Mulling 'Association'

National Telefilm Assoc. and National Theatres Inc. jointly announced Thursday that discussions are being held looking to "an association" between the two companies. The statement said the talks will continue and studies will be made "over the next few months."

The announcement came after reports circulated that National Theatres was negotiating to purchase NTA. A spokesman for the tv film production-distribution company emphasized that the basis for talks, which have been held for several months, as "a possible merger" between the two companies.

The statement, issued by Ely A. Landau, NTA board chairman, and Elmer C. Rhoden, president of National Theatres, said:

"Discussions are taking place to explore the question of whether there would be a basis for an association of National Telefilm Assoc. and National Theatres and whether that association would be desirable and to the best interest of both companies and their respective stockholders.

Exhaustive studies of the matter will be made by both parties during the next few months."

National Theatres Inc. is considered the second largest theatre chain in the U. S., consisting of about 300 theatres, principally on the Pacific Coast, in the Midwest and the Rocky Mountain areas. Recently the company developed Cinemiracle. a new three-dimensional motion picture process now in its debut in New York and scheduled to move to other cities shortly. The company recently acquired WDAF-AM-TV Kansas City [CHANGING HANDS, April 28].

The company's revenues are reported to have declined approximately 33% since 1947-49 and this situation apparently prompted its diversification program—its broadcasting operation in Kansas City its launching of Cinemiracle and its exploration of its tie-up with NTA.

NTA is regarded as one of the fastest-growing organizations in the tv field. In the past five years, it has grown to become one of the leading distributors of tv film programs, largely feature films. It has embarked upon an ambitious co-production program in association with Desilu Productions and 20th Century-Fox Corp. Together with Fox, it owns the NTA Film Network. NTA also owns WNTA-AM-FM Newark and KMSP-TV Minneapolis-St. Paul.

## CNP's Rettig Leaves Britain With Bi-lateral Film Formula

If the cook has the right ingredients he can mix up a tasty batch of broth—or in the case of tv film in Britain a whale of a series. This is the thinking of California National Productions' president, Earl Rettig, who returned last week from a business survey abroad.

Great Britain has the studios, the management and artistic personnel and an "attractive and efficient organization of manpower and facilities for doing business with "American producers," says Mr. Rettig. All that is needed: stories and scripts "written by experts with full knowledge of what viewers like to see on this side of the ocean." In other words, Mr. Rettig wants "compatibility in production where the native talents of both our countries are blended best."

Mr. Rettig says CNP is ready to cook up a tv film series in Britain using facilities there (cited were the advantages of an "infinite variety of foreign locations which actually contribute strong pictorial values") once the recipe is found with the "right elements," that is, U. S. stars with British supporting actors and a good story and script that "blends."

## Station Buys of UA-TV Films Tally $1.7 Million in Sales

United Artists Television has racked up a brisk $1.7 million in new sales over the past fortnight, with roughly $1 million coming from the new "UA-65" package announced at last month's NAB convention [FILM, April 28]. As of last Tuesday nine station purchases had been confirmed: KRON-TV San Francisco, KNXT (TV) Los Angeles, KOLD-TV Tucson, KCRA-TV Sacramento, KLAS-TV Las Vegas, KIRO-TV Seattle, WTIC-TV Hartford, KTVH (TV) Hutchinson, Kan., and KSWO-TV Lawton, Okla.

Among the post-1955 films to be shown on those stations: "Summertime" with Katharine Hepburn, "Gentlemen Marry Brunettes" with Jane Russell, "The Big Knife" with Jack Palance and Rod Steiger, "The Killing" with Sterling Hayden and "Patterns" with Van Heflin.

The balance of the new sales comes from UA-TV's "Lucky Seven" packet, sold to such major market outlets as WCBS-TV New York and WNBQ (TV) Chicago, and introduced earlier this spring. "Seven" has been placed in 20 markets to date.

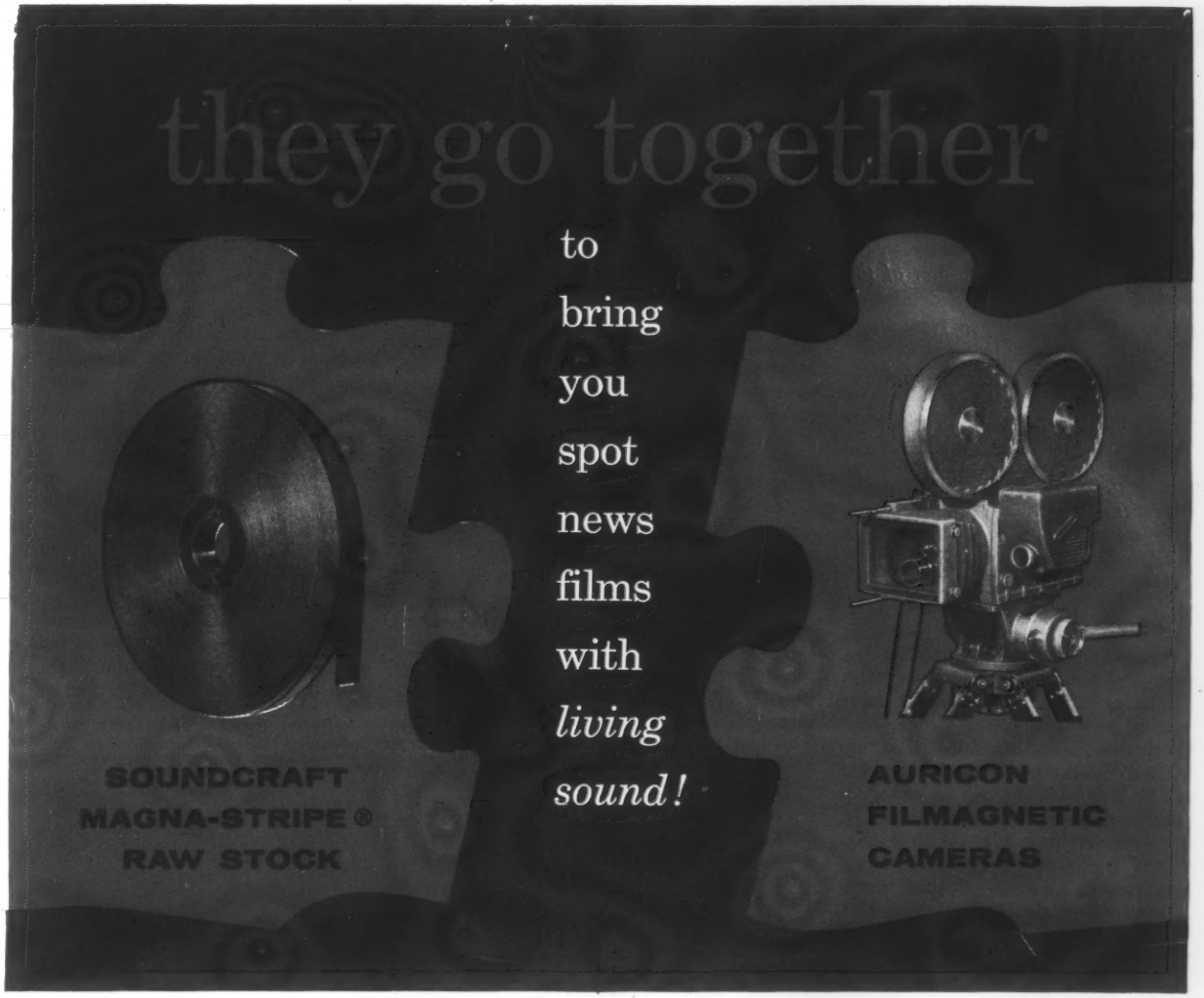
### RANDOM SHOTS

**United Artists Television Inc.'s** feature sales division has moved from UA home office at 729 Seventh Ave., N.Y., to larger offices at 342 Madison Ave. Telephone: Circle 5-6000.

**MCA-TV** reports it has obtained all rights to *Follow That Man* syndicated suspense drama featuring Ralph Bellamy and has 82 half hours on film available to regional and local advertisers.

### THEY'RE ALL GONE

The spring-summer 1958 tv film source book, *Series, Serials and Packages* (Vol. 3, Issue 3), published by Broadcasting Information Bureau last Thursday, revealed there are no pre-1948 features remaining for commercial tv release. The source book shows 7,430 feature films and 1,317 western theatrical feature films as well as 3,405 cartoons now being distributed or available for distribution.


they go together
to bring you spot news films with *living sound!*
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16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe... perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

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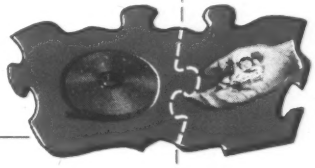

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☐ I want to install FILMAGNETIC on my Auricon Model _____.

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R32

# Life and times of a pilot film

*Spring is the season for pilots. In darkened rooms up and down Madison Ave., film company salesmen are showing pilots of new tv series they hope the agencies will buy for broadcasting during the 1958-59 season. Agency executives watch intently, hoping that here will be the show they've been searching for to carry the messages of that special client into the homes of the public week after week.*

*These pilots did not arrive in New York at the rub of a genie's lamp. Someone had an idea; someone thought it a good idea; someone put a lot of time and effort and thought and money into getting that idea down on film so that its value would be evident to the agency man who's watching it now and to the advertiser who will make the final decision about becoming its sponsor. In that sense, the story of all pilots is the same. Yet the story of each is uniquely its own. Here is one of them:*

In March 1957 tv producer Herbert B. Leonard was in Canada to discuss with government officials a proposal that he make a series of propaganda films for them and to look for a good location to shoot some outdoor snow sequences for his *Rin-Tin-Tin* series. In Toronto he met a studio owner, Arthur Gottlieb, who was interested in renting his facilities for use in either or both of these projects. Discussing this, Mr. Leonard discovered that Mr. Gottlieb controlled the tv rights to "The Naked City," the motion picture about New York made and narrated by the late Mark Hellinger.

It had been 10 years since Mr. Leonard had seen the movie, but once its name was mentioned he was struck with the idea that it would form an excellent basis for a tv series. When he expressed the thought to Mr. Gottlieb, it was airily rejected with a comment that Mr. Gottlieb was planning to do just that himself, the only difference being that the series would be made in Toronto, not New York.

This was heresy to Mr. Leonard, but it was also unanswerable at the time. Herbert B. Leonard Productions produces programs for Screen Gems, tv subsidiary of Columbia Pictures, so on his return to New York he went to Leo Jaffe, legal vice president of Columbia. Very soon after that Columbia acquired the right to release "The Naked City" to tv.

"But what about me?" Mr. Leonard asked. "What about my plan to use the theme for a series? What about those rights?"

"Go ahead and don't worry," he was told. Negotiations for the serial rights were under way; Columbia would not put the motion picture on tv until the series had run its course; he had nothing to worry about except making his series.

Mr. Leonard began watching "The Naked City" over and over. "I don't know how many times I saw it, but looking back it seems as if I spent weeks in the projection room. I soaked up the feel of the picture, the feel of the city that is its real star; I began to get ideas for capturing this feel for the tv series. Then I called in a young writer, Sterling Silliphant. He watched with me. He got the feel too and presently we had an idea of how we were going to proceed."

They still didn't have the tv serial rights, but Mr. Leonard scarcely noticed this lack. He was too busy arguing with Columbia executives over treatment. He wanted to follow the approach of the movie. They said it couldn't be done in a half-hour series. Mr. Silliphant had convinced him that he as producer should do the narration of the tv series, just as Mr. Hellinger had narrated the picture. Officials balked at this unorthodox idea for tv, capitulating only when he drove home his clincher that if they were going to get just another cops-and-robbers series they were wasting their money buying rights to "The Naked City." And what about those rights, anyway?

Once more he was told not to worry about the rights; they'd come through eventually. But when he announced that he planned to shoot the series in New York, he started another argument. "Hollywood's the place to make movies," they told him. "New York technicians are not as good as ours; the unions are undependable there; they do have a few good actors but you can do everything else better out here, and there's all the stock footage anyone could want for New York backgrounds."

Mr. Leonard won this round by citing a clause in his contract giving him the right to make one picture a year exactly as he wants to make it. Then he, Mr. Silliphant and Lou Appleton, the assistant producer, went to New York, arranged for a studio, selected a cameraman, picked the outside locations and budgeted the picture. Home to Hollywood and further arguments and then back to New York to shoot the pilot. But still no legal assurance that he had the right to make a tv series of "The Naked City."

"Everything was great in New York," Mr. Leonard reports. "The technical people were fine; the shooting went off smoothly and we spent less than we would have in Hollywood. There was just one worry. We had about $80,000 invested in the series, but I still lacked the right to make it."

Breaking down the $80,000, he said that about $5,000 had gone for story development; $15,00 for screen tests and travel expenses; something over $50,000 for the actual filming of the pilot, including three extra days to get footage that may be useful for future episodes ("showing how confident, or perhaps foolhardy, I was"), and another $5,000 or so for miscellaneous items, such as props, options on studios and the services of the cameraman, director and other key personnel, including the two leads and three continuing supporting members of the cast.

Back in Hollywood, the pilot in the can, Mr. Leonard drew a deep breath of relief on learning that the contract for the tv rights was signed and in the studio vault. But he blew it right out again when the Columbia executives watching the studio screening told him that he'd have to delete the scenes he'd taken from the original picture, as he had no right to use them. By now the pilot had been edited and scored; to comply would mean doing that all over again, perhaps require another shooting session in New York, and certainly add to the cost of the project. So he began arguing again and again won his point.

**MR. LEONARD AND HIS PILOT**

On April 17, 13 months and $80,000 after its inception in Toronto, the pilot of *The Naked City* tv series was in New York, ready for screening for advertisers and agencies. The price will probably be about $40,000, give or take 10%. "My part is done for the moment," Mr. Leonard says. "It's now up to Screen Gems to make the sale. After that, I'll go to work again, getting the series ready to go on the air this fall."

*Everybody likes happy endings. This story has one. Screen Gems made the sale.* Naked City *will go on ABC-TV this fall in the Tuesday 9:30-10 p.m. slot. Co-sponsors are Quaker Oats Co. through J. Walter Thompson Co., Chicago, and Brown & Williamson Tobacco (Viceroy) through Ted Bates Inc., New York. Mr. Leonard can sit back, relax and watch the show.*

# The secret of nine successful men!

**W. H. Ehrenberg** of St. Joseph, Michigan, has served as a City Commissioner for 13 years. He was mayor pro tem for seven years, and was voted "Young Man of the Year" in 1947. He has had a Standard Oil dealership for 21 years.

THE nine men on this page are all successful businessmen. They are important men in their communities, important as consultants to one of America's biggest companies, important for the part they play in performing civic and community jobs for the benefit of all.

What is the secret of their success? Actually it's pretty simple. Their friendliness, helpfulness and efficiency have never been confined to business alone.

You will find them serving their communities in many ways—from membership on City Councils to active participation in youth work. They also serve 16,000 fellow businessmen, sharing their time and knowledge to help solve mutual problems.

Who are they? Strangely enough, they are all in the same business. And there are *thousands more as friendly and efficient* in the same business. They are all Standard Oil dealers!

These nine men are independent businessmen—not employees of Standard Oil. As members of the 1958 Standard Oil Dealer Advisory Council, they are available as consultants to officials of Standard Oil, giving advice and suggestions on how to further improve service to the motoring public. Nearly 100 suggestions by previous Dealer Councils, including the popular plan for guaranteed radiator protection, have been adopted by the company in the past five years.

Both on and off the job they are striving to serve their fellow citizens and business associates better. No wonder their friends and neighbors depend on them—and on the thousands of Standard Oil dealers just like them.

**What makes a company a good citizen?**

Citizenship has many obligations. But surely one of the most important for a big business is a high standard of conduct that will enable smaller businessmen to grow and prosper. At Standard, we are proud of the fact that thousands of our dealers are successful both in business and civic life.

**W. D. Bryan** of Normal, Illinois, has devoted much time to city government, having been a member of the City Council Board for 14 years. He participates in Rotary Club activities and is active in church work. He has had a Standard Oil dealership for 21 years.

**Al Mann** of West Lafayette, Ind., is a member of the city traffic commission. He is chairman of the Off-Street Parking Committee, and is a member of a group set up to advise the school board. He has had a Standard Oil dealership for 22 years.

**Edward L. Weseman** of Hampshire, Illinois, is secretary of the school board and has been a member of the board for three years. He has served as treasurer of his church for five years and is active in PTA. He has had a Standard Oil dealership for 13 years.

**A. A. Lange** of Milwaukee, Wis., is a member of the Civil Defense corps and participates in PTA and YMCA activities. He is a member of a business group devoted to neighborhood improvement. He has had a Standard dealership for 25 years.

**Charles Pall** of Chicago, Illinois, has worked on neighborhood improvement projects as a member of the Garfield Park Chamber of Commerce. He also has served on committees of the American Petroleum Institute. He has had a Standard dealership 28 years.

**W. E. Cook** of Kansas City, Mo., has been active in Boy Scout work for years and is now a troop chairman. He is a leader in youth programs, such as boys' baseball and Sunday School work. He has had a Standard dealership 18 years.

**A. V. Tisdel** of Minneapolis, Minnesota, is a member of the Commercial Club, a business organization interested in neighborhood improvements. He has served four years on the Dealer Advisory Council and has had a Standard dealership 24 years.

**Harry Hjortshoj** of Atlantic, Ia., is chairman of the Roads Committee of the Chamber of Commerce. He has been a volunteer fireman since 1940 and has worked on Red Cross fund drives. He has had a Standard Oil dealership for 20 years.

**STANDARD OIL COMPANY**
**(INDIANA)**

STANDARD

THE SIGN OF PROGRESS...
THROUGH RESEARCH

For the entire month of March, 1958, Pulse, Inc., conducted a television audience study in Lubbock, Texas, based on 100,800 quarter-hour reports. The results of this Pulse study show that KDUB-TV continues to command the major share of television viewing in the Lubbock market with seven of the top ten once-a-week shows.

APRIL SET COUNT

| | |
|---|---|
| KDUB-TV: | 157,726 |
| KPAR-TV: | 91,994 |
| KEDY-TV: | 67,826 |
| TOTAL: | 317,546 |

KDUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "BUZZ" Hassett


STATIONS

# D. J. FREED—BLAMED IN BOSTON

Boston was in revolt last week against rock and roll music and in the process Alan Freed, WINS New York disc jockey and a rock and roll radio pioneer, was implicated.

A grand jury in Boston's Suffolk County Thursday indicted Mr. Freed on charges of violating Massachusetts' "anti-anarchy" law, setting in motion legal machinery against the WINS d.j. who had taken his personal, non-broadcast rock and roll stage show with Jerry Lee Lewis into the Boston Arena May 3.

The indictment's impact made itself felt in New York hours later where WINS Thursday night—without explanation—yanked Mr. Freed's *The Big Beat* (7-11 p.m.) and substituted "soothing" popular music with m.c. Paul Sherman.

Speculation immediately arose whether Mr. Freed and WINS had parted company but neither station officials nor the disc jockey could be reached for comment late Thursday.

The Boston jury deliberated less than three hours after hearing testimony of witnesses including several victims of the Saturday night escapade. Boston police charged Mr. Freed with making statements to his audience that later led to a fracas outside of the arena. Mr. Freed, according to news reports, denied the charges and explained that the violence (a stabbing, beatings and a robbery) took place far from the locale of his show staged for rock and roll enthusiasts. He also denied making inflammatory statements to the audience.

Mr. Freed was indicted on a charge of "inciting the unlawful destruction of property" during the rock 'n' roll session at the arena. As announced by the District Attorney in Boston, the indictment said the disc jockey "by speech did advocate, advise, counsel and incite the destruction of real and personal property."

Mr. Freed was not being held in Boston. As of Thursday night, there were no reported steps toward extradition, and Mr. Freed had canceled other stops of his tour (Lewiston, Me., and Providence). WINS in New York reported that Mr. Freed was at his Stamford, Conn., home and was "incommunicado." He was said to be preparing a statement for release this week. The station said it was not associated with the tour.

The Sunday before the indictment and the day after the arena troubles, Boston Mayor John B. Hynes and District Attorney Garrett H. Byrne officially banned public demonstrations of rock and roll.

The Lewiston, Me., event went on without Mr. Freed. Emceed by WLAM disc jockey Frank Sweeney, this show was marred by an arrest of a youngster who insisted he share the stage with the performers. The show at Providence (also without Mr. Freed) was policed by 20 officers, policewomen, plainclothesmen and others.

A scheduled program at the Rensselaer Polytechnic Institute's field house in Troy, N.Y., where proceeds would have gone to the Catholic Youth Organization charities in that area, was cancelled by WTRY Troy executives because of the "riot" (as one Boston newspaper headlined the clash on page one).

The *Boston Herald* reported that State Sen. William D. Fleming (D-Worcester), will seek legislation banning rock and roll from state-owned buildings and quoted the senator, "I don't think that rock and roll music was the primary cause of the trouble . . . I have been informed that certain products, narcotics, were sold. It was not the music which sent the youngsters along the path of destruction."

A proposed "concert" Thursday at New Haven's Arena Theatre was canceled by theatre managers, and the townsmen of New Britain, Conn., also posted a "Stay Out" sign to Mr. Freed and friends. In Trenton. N. J., Wednesday night, Maj. Gen. James Cantwell, commander of the state national guard, canceled a Friday night concert that was to have been held in the Newark, N. J., Sussex Ave. Armory. Acting Attorney General David D. Furman concurred with the guard's action, as did Newark Police Director Joseph P. Sugrue. Both said they had acted "for the public's safety." The New Haven theatre executive who canceled the Freed show was backed by local police. After a six-hour hearing, New Haven Judge Sidney A. Johnson said the police "did not exceed [its] authority" after counsel for the WINS d.j. had objected.

Following announcement in New York and Newark papers that the Newark Friday night event was to be canceled—WINS itself made no mention of it on the air—the station found itself besieged by "hundreds of phone calls" from teenagers demanding a refund under the mistaken impression that WINS was promoting the event. Mr. Freed's personal promoter, ex-welterweight boxer "Izzie" Grove, picketed Newark City Hall Thursday but was removed by local police, according to WINS. The station, at about 4:15 p.m. Thursday, also was subjected to a bomb scare and station personnel evacuated the premises until police reported the call was a hoax.

Throughout, WINS maintained a discreet "hands-off" position. Vice President-General Manager H. G. (Jock) Fearnhead said that WINS "in no way is connected with this tour," that "as far as we are concerned Mr. Freed is on leave of absence," and that he would return to work this week. Mr. Fearnhead's explanation was made before WINS decided to cancel *Big Beat* that night.

## Campbell Named Branham V.P.

The advancement of Thomas B. Campbell from director of sales for radio and television of the Branham Co., station representative, to vice president in charge of station relations was announced last week by Monroe H. Long, board chairman. Mr. Campbell joined the radio sales staff of Branham in 1941 and was named sales director in 1952. In his new post Mr. Campbell will supervise station relations activities of the 11 Branham offices.

**THE TRADING STAMP:**

# *It is only one of many competitive tools that help keep food prices down*

**It is an axiom of American business** that for every new competitive sales tool that comes along, another new one will come along and try to surpass it. So it is with the trading stamp.

Trading stamps are only one of several competitive tools available to the merchant seeking to increase his business volume. He may give a discount for cash. He may cut some prices and feature "loss leaders." Or he may use prize contests, giveaways or other promotion devices.

All these sales tools have two things in common. First, to be successful, they must pay their own way by the creation of new business volume. Second, they cause intense competition which has the effect of helping to hold prices down even during inflationary times. Because stamps are given nationwide, marketing experts connected with universities have been able to measure this effect in the case of stamps.

Food prices in five cities where stamps were not given by supermarkets and in ten cities where stamps were given were compared with the U. S. Bureau of Labor Statistics Price Index for the two years ending in December 1956. Food prices in the "stamp" cities rose less than the national average. Price increases in "non-stamp" cities were more than the average. No evidence was found that stamp stores, as a class, charged more than non-stamp stores.

It seems clear that in these inflationary times the trading stamp is needed to work side by side with the many other competitive tools also helping to keep prices down.

★ ★ ★

REFERENCES: "Status of Trading Stamps in Food and Drug Stores." Selling Research, Inc., New York, 1957.

"Competition and Trading Stamps in Retailing." Dr. Eugene R. Beem, School of Business Administration, University of California.

*This message is one of a series presented for your information by*

THE SPERRY AND HUTCHINSON COMPANY, 114 Fifth Avenue, New York 11, New York.

*S&H pioneered 62 years ago in the movement to give trading stamps to consumers as a discount for paying cash.*

S&H GREEN STAMPS *are currently being saved by millions of consumers.*

# CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

## ANNOUNCED

*The following sales of station interests were announced last week. All are subject to FCC approval.*

**KULA-TV HONOLULU, HAWAII** • Sold to Henry J. Kaiser by the Television Corp. of America (equally owned by Jack A. Burnett, Arthur B. Hogan, Richard C. Simonton and Albert Zugsmith) for approximately $685,000. Kaiser Hawaiian Village Television Inc. is currently studying plans for the disposition of ch. 13 KHVH-TV Honolulu. The Kaiser KULA-TV purchase relates solely to television, reports Kaiser, and does not involve the Kaiser or KULA radio stations. KULA-TV operates on ch. 4 and is affiliated with ABC. Mr. Kaiser announced last week that KULA-TV would be modified to "permit televising programs in color. . . . We will show top rated feature films from the largest film libraries available to television today. . . . With the facilities to be acquired and the programming planned, we expect to provide improved services in all phases of television."

**WBCO BESSEMER, ALA.** • Sold by Bessemer Broadcasting Co. to John M. McLendon & Assoc. Inc. for $70,000. McLendon operates the Ebony Radio Group—KOKY Little Rock, Ark., KOKA Shreveport, La., and WOKJ Jackson, Miss. WBCO is on 1450 kc with 250 w.

**WBCR CHRISTIANSBURG, VA.** • Sold by Dr. Vernon Baker to A. Hundley Griffith Jr. for $60,000. Mr. Griffith, currently with sales department, Modern Teleservice Inc., New York, formerly was radio and tv director, Doremus & Co., New York. He will become president of WBCR Inc. Broker: Blackburn & Co. WBCR is 1 kw daytimer on 1260 kc.

## APPROVED

*The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 103.*

**KRUX GLENDALE, ARIZ.** • Sold to Don G. and Otilie Owsley by Bartell Broadcasters Inc. for $200,000. KRUX operates on 1340 kc with 250 w.

**KIMO INDEPENDENCE, MO.** • Sold to KIMO Inc. (RAB President Kevin B. Sweeney, Kenyon Brown and Glenn Griswold) by Craig Siegfried for $87,400 plus $50,400 for 10-year land lease and $60,000 to assignor for personal services and noncompetitive contract for 10 years. Mr. Sweeney and Mr. Brown each acquired 40%, Mr. Griswold, 20%. Mr. Brown, who also has part interest in KCOP (TV) Los Angeles and Mr. Sweeney also bought KFOX Long Beach, Calif., last December for about $700,000. Mr. Sweeney, Mr. Griswold, former general manager of KFEQ-AM-TV St. Joseph, Mo., and F. F. (Mike) Lynch, general manager of KBYE Oklahoma City, acquired KBYE for $180,000 at about the same time [STATIONS, Dec. 23, 1957]. KIMO operates on 1510 kc with 1 kw, day.

**KEAP FRESNO, CALIF.** • Sold to KEAP Inc. by B. L. Golden for $150,000. Herbert J. Edelman is president of KEAP Inc.; subscriber Howard L. Tullis has interest in KAFY Bakersfield and KFXM San Bernardino, and Mortimer W. Hall owns KLAC Los Angeles. KEAP operates on 980 kc with 500 w, day.

**WAHR-AM-FM MIAMI BEACH, FLA.** • Sold to Community Service Broadcasters Inc., which is headed by Fred Bernstein and Richard B. Baker of Cincinnati, by Alan H. Rosenson and wife for $150,000. WAHR operates on 1490 kc with 250 w. WAHR-FM operates on 93.9 mc with 13 kw. Comr. Robert Lee dissented, on grounds of the station's overcommercialization.

**WAZF YAZOO CITY, MISS.** • Sold to David B. Highbaugh by E. O. Roden and Assoc., for $125,000. Mr. Highbaugh was formerly 50% owner of WHIR Danville, Ky. WAZF operates on 1230 kc with 250 w, is affiliated with MBS. Comr. Lee dissented, claiming WAZF also has indulged (see WAHR-AM-FM above) in overcommercialization.

**KTKN KETCHIKAN, ALASKA** • Sold to Midnight Sun Broadcasting Co. by Robert C. Mehan for $50,000. Midnight Sun has agreed to cease operation of its present Ketchikan outlet, KABI, upon this grant. Other Midnight Sun stations: KFAR-AM-TV Fairbanks and KENI-AM-TV Anchorage, both Alaska. KTKN operates on 930 kc with 1 kw, is affiliated with CBS.

**KCLN CLINTON, IOWA** • Sold 75% stock to Rock River Broadcasting Co. by John R. Livingston, Kenneth Parker and Errett Zendt for $600, plus $15,000 to John Livingston, as trustee for the present stockholders of the corporation, plus other amounts to Mr. Livingston on notes he now holds. Rock River Broadcasting operates WRRR Rockford, Ill. Its stockholders have principal interests in WMBV-TV Green Bay, WMAM Marinette, WBEV Beaver Dam, all Wisconsin, and formerly KXGI Fort Madison, Iowa, among others. KCLN operates on 1390 kc, with 1 kw, day.

**OWNERSHIP** of WNTA-AM-FM-TV Newark, N. J. (formerly WAAT-AM-FM-WATV [TV]) is formally transferred to National Telefilm Assoc. as papers for the $3.5 million sale are signed. At the ceremony (seated, l to r): Edythe Rein, NTA senior vice president; Irving R. Rosenhaus, president of the selling group; Oliver A. Unger, president of NTA; (standing, l to r) Raymond E. Nelson, new president-general manager of WNTA-AM-FM; Ted Cott, NTA broadcasting vice president, and Gerald O. Kaye, president-general manager of WNTA-TV. The FCC approved sale of the Newark stations last month [GOVERNMENT, April 7].

## KRTV (TV) to Go on Air; Appoints General Manager

KRTV (TV) Great Falls, Mont., has announced plans to go on the air next month. It was authorized May 29, 1957, as a 100 w station, but has increased its power to 600 w, with FCC approval.

The permit for KRTV originally was issued to Cascade Broadcasting Co., but the name of the operators will be changed to Rocky Mountain Broadcasters. The station plans to go on the air as an independent, programming with film. A schedule of three to four hours of television a night is planned for the summer. In addition, KRTV is planning live studio programs.

Dan Snyder, formerly part-owner of KUDI Great Falls, has been named general manager of the new station.

## Tele-Broadcasters Inc. Sets New Stock Issue

Multiple radio station owner Tele-Broadcasters Inc. is preparing to issue another 40,000 shares of common stock (par value 5¢) at a selling price of $3.25.

The prospective offering, subject to Securities & Exchange Commission non-registration approval, will be sold through Sinclair Securities Corp., New York. The underwriter will receive 65¢ for each share sold. Also included is an arrangement for Seymour Blauner of the Sinclair firm to buy 10,000 of the 40,000 shares.

Tele-Broadcasters, which is controlled by H. Scott Killgore, owns KUDL Kansas City, WPOP Hartford (Conn.), WPOW New York, KTIX Seattle, and KALI Pasadena, Calif. It also once owned WKXL Concord, N. H.; WARE Ware, Mass., and WKXV Knoxville, Tenn.

Tele-Broadcasters also holds a two-year lease on XGEM Tijuana, Mexico (covering the San Diego market), with options for renewals for 10 years.

The SEC notice stated that Tele-Broadcasters will use the proceeds from the 40,000 stock sale to build KALI as a full-time station. It also indicated that a study was underway to put KUDL full time.

Tele-Broadcasters is authorized to issue 900,000 Class A shares, of which 100,000 are now outstanding. These were issued in 1956 and were sold for $1.50 a share. Dividends of 2½¢ per share were paid to Class A stockholders twice in 1957 and were authorized again in March 28, 1958.

Also authorized and outstanding are 350,000 shares of Class B common. Class B shareholders may convert to Class A, on a one-for-one basis. Mr. Killgore owns 256,500 Class B shares and is listed at a salary of $25,000 a year as president. Dividends are paid only to Class A stockholders.

The over-the-counter price of Tele-Broadcasters has fluctuated from a low of 1⅝ to a high of 3½.

Tele-Broadcasters balance sheet as of Dec. 31, 1957, showed total assets of $1,170,551.45, with current assets shown as $131,751.31. Current liabilities are listed at $268,330.15, mortgages due at $711,865.18, and earned surplus at $7,846.14 and capital surplus at $137,745.00. The SEC notice showed that Tele-Broadcasters incurred a deficit in 1956 of $20,866.91. In 1957 its operating profit was $79,104.20 compared to $28,612.42 in 1956.

## Phillips Named to KDAY Post

Irving Phillips, president and general manager of KYA San Francisco until its sale by J. Elroy McCaw and John D. Keating to the Bartell Family Group [STATIONS, March 10], has been appointed vice president and general manager of KDAY Santa Monica, Calif., effective today (Monday). He succeeds Frank Crane, who has been promoted to executive vice president of Radio California, licensee of KDAY, which is owned by Messrs. McCaw and Keating. In his new post, Mr. Crane will be respon-


FIRST in NORTH CAROLINA

WRAL-TV

*The regional station with the regional personality*

*radiating effectively from the Raleigh-Durham area*

with a VIDEOTAPE RECORDER

TO PROVIDE FLEXIBLE PROGRAMMING THAT SUITS VIEWERS' PREFERENCES AND MOTIVATES SALES ACTION

Keeping pace with the latest production procedures is one of the reasons why WRAL-TV has been

FIRST

in every ARB survey of the Raleigh-Durham area (largest share of audience, sign-on to sign-off).

Yes—a MOBILE UNIT, too

with four versatile GE cameras for top quality remote telecasts, plus spacious new studios and new equipment that insures good handling of programs and commercials.

FULL POWER CHANNEL 5 NBC AND LOCAL COLOR

WRAL-TV

RALEIGH, NORTH CAROLINA

serving the area from Greensboro to the coast, from Virginia to the South Carolina line, a total of more than 2 million population

REPRESENTED BY H-R TELEVISION, INC.

### BEAR FACTS

It's not always lonely at the top. Take it from transmitter engineers of WSVA-TV Harrisonburg, Va. This hardy crew, working on Massanutten Mountain, 20 miles from home studios, frequently is favored by interesting visitors.

One such happened by last month when Buddy Lowe, Harold Richardson and Gray Williams were on duty. Mr. Williams went to shut out the night air and found himself facing a bear reared against the window, peering in. Another time, departing WSVA-TV engineers found their way blocked at the door by a big black bruin. Such meetings, becoming commonplace, have turned the transmitter team into an intrepid band who tread softly through the woods, keeping guns and cameras at the ready. Bears abroad on Massanutten include some that are half-tame and others not at all tame, rangers say.

sible for the development, planning and exploitation activities of KDAY and will supervise the installation of its new 50 kw transmitter. He will also serve as Pacific coast management and sales liaison for WINS New York, another McCaw-Keating station. KDAY has appointed McGavren-Quinn as its national sales representative.

# DATELINES

**Newsworthy News Coverage by Radio and Tv**

**ST. LOUIS**—Six-year-old kidnap victim Kathy Hampton, found after three days, was interviewed on KSD-TV even before returning to her home. The broadcast climaxed extensive coverage by the station, which two nights earlier had carried her parents' appeal for her return. Frank Eschen, special events director, arranged the interview immediately after the family left a local hospital. The girl, clad only in underwear, was found after escaping from an abandoned house where the kidnaper left her. Mr. Eschen provided her with clothes from his own daughter's wardrobe. Austin Bridgman, KSD-TV news director, also figured in the kidnap coverage.

**NANAIMO**—CHUB, at this British Columbia resort, received a message at noon May 3 that a lioness had escaped from a zoo. The station immediately aired warnings to parents to collect their children and asked members of the Nanaimo Fish & Game Club to report to the zoo with their rifles. Staffers Des Kearney and Buron Scott—armed with a tape recorder—joined the posse and the Royal Canadian Mounted Police at the zoo to learn that the lioness had mauled an eight-year-old child to death. Messrs. Kearney and Scott reported this to CHUB, then joined in the search.

Two hours after the animal was located and killed, CHUB played back the story of the hunt as recorded by its staffers who, it was later learned, had not been more than 200 yards from the killer since arriving on the scene. The zoo's owner was featured in a half-hour report that evening.

**CLEVELAND**—After Cleveland industrialist Cyrus Eaton aired some controversial opinions on national policy in a network tv news show, WDOK here rode developments for two days. Morning News Editor Norman Wain on Monday stirred vigorous listener reaction when he broadcast a beeper phone interview in which Mr. Eaton elaborated on his statements of the evening before. The next day, News Director Brian Hodgkinson took an editorial position on Mr. Eaton's "unwise remarks." Local newspapers noted the WDOK coverage and listeners continued to react days after the industrialist raised the flurry of comment.

**PENDLETON**—KUMA here interrupted its regular programming schedule to report on the Eastern Oregon floods a fortnight ago. General Manager Ted A. Smith (whose own home was flooded) toured the danger area in a mobile unit and broadcast bulletins on the damage. KUMA's facilities were used to help in the evacuation of people living in the vicinity and to keep them informed of the progress in fighting the flood.

**LITTLETON**—J. Kenneth Brother, co-owner and manager of KUDY Littleton, Colo., reports he was the first radio reporter to get to confessed murderer David F. Early for an interview after his capture. The ex-convict is charged with murdering three people in this Denver suburb and now is in Arapahoe County Jail awaiting trial.

**CHARLOTTE**—WBT-WBTV (TV) here refrained, at the request of safety-concerned authorities, from broadcasting news of an Eastern Airlines craft's three-hour air struggle with a jammed landing gear Thursday. But a seven-man news crew was busy on the story and ready to broadcast it at 2:57 p.m., four minutes after the craft was put down safely on a foam-bedded airstrip. WBTV had its film report on the air 72 minutes after the plane touched ground, and 10 minutes later the footage was on its way by plane to CBS-TV in New York. Additional film interviews with Eastern Pilot Capt. John Randall and passengers were run on the WBTV *Esso Reporter* 6:30 p.m. newscast.

After the landing, WBT supplied spot reports to stations in nine cities.

## REPRESENTATIVE APPOINTMENTS

**KHSL Chico** and **KVCV Redding,** both California, name McGavren-Quinn Co. Both are McClung stations.

**WAND Canton** and **WJER Dover,** both Ohio, appoint Breen & Ward, N. Y. Both are Dover Broadcasting stations.

**WDXB Chattanooga, Tenn.,** has appointed Venard, Rintoul & McConnell, N. Y.


# OPPORTUNITY

to get most for your money awaits you when you select consistently proven lead TV station (KJEO-TV) in fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

## NLRB, Court Actions Favor Rebel Musicians

The Hollywood musicians who have rebelled against certain policies and procedures of the American Federation of Musicians and its Hollywood Local 47 won two victories last week.

First, the National Labor Relations Board ordered a hearing May 20 on the petition of the Musicians Guild of America for an election to determine whether AFM or MGA should represent musicians employed at the motion picture studios as collective bargaining agent (MGA was organized earlier this year by Cecil B. Read, leader of the rebellion against AFM policies in which he lost his AFM membership some two years ago [PERSONNEL RELATIONS, March 31].

Next, Judge Bayard Rhone of Los Angeles Superior Court issued a preliminary injunction ordering Local 47 to stay the suspensions of seven supporters of the rebel movement until they have exhausted the remedies for appeal within the AFM. Judge Rhone also ordered Local 47 to hold a new election to fill seven directorships of the Musicians Club, a corporation of members of Local 47 which controls the property and assets of the local. Six of the seven suspended members of the local were elected directors of the club March 6, when a rebel slate defeated a list of candidates put up by the current administration of Local 47. The ousted directors alleged local President Eliot Daniel had suspended them to prevent their taking office and gaining control of the union's funds. Pending the outcome of the new election, Judge Rhone ordered both sides not to withdraw any funds from the club's $50,000 bank accounts.

The previous week, the administration of the local barely averted having its suspension of the ousted members overruled when a move to reinstate them failed by 29 votes to muster the two-thirds majority needed to override the administration action.

The vote, climaxing six hours of debate before more than 1,600 members of Local 47, was hailed as a moral victory by the rebel faction despite its failure to reverse the Daniel faction.

### NABET Expects Solution To Network Problem Tomorrow

National Assn. of Broadcast Employes & Technicians reported late Thursday that it expected by tomorrow (Tuesday) "a resolution" of its contract impasse with NBC and ABC [AT DEADLINE, May 5]. The contract signing was held up on May 2 when 98 out of 2,000 NABET workers at the two networks failed to ratify the pact.

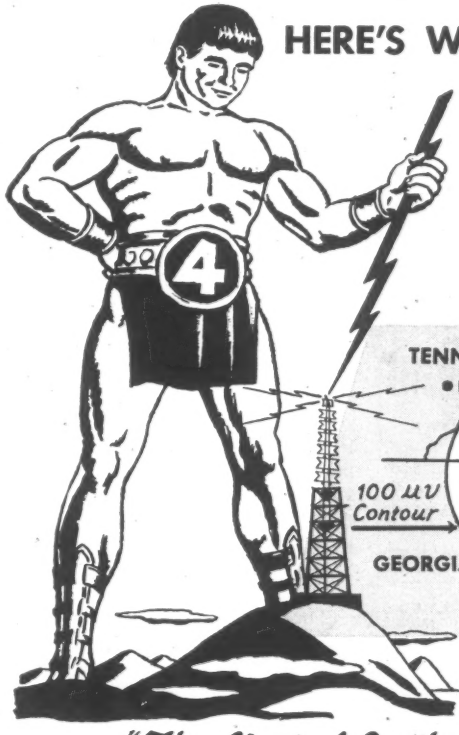
At that time, the union proposed that the pact be signed for all employes except those who had not ratified it, but the networks declined to be party to a "piecemeal" contract. No meetings were held last week and network spokesmen declined to discuss developments. A NABET official would only say that "a resolution" of the conflict was expected to develop by tomorrow but preferred not to elaborate on the situation.

## SDG Resuming Talks With Film Producers

Contract talks between Screen Directors Guild and Assn. of Motion Picture Producers & Alliance of Television Producers are scheduled to resume tomorrow. Discussions had recessed for a week because Charles S. Boren, AMPP vice president for industrial relations who heads that organization's negotiating committee, was down with a virus infection.

SDG negotiators return to the bargaining table with a mandate from the union's membership to get a prompt settlement on SDG terms, or else. A meeting held May 3 set June 2 as the deadline, with the guild to strike against the film companies if new contracts are not set by that date. Directors have been working on both theatrical and tv films on an interim basis since March 13, when the motion picture studio agreement expired, and April 3, when the tv film agreement ended.

As is usual in labor negotiations, money is important and the SDG considers the flat 5% increase in base scale offered by film makers somewhat less than adequate. But this time the major issues are not concrete

HERE'S WFBC-TV'S GIANT 4-STATE, 58-COUNTY MARKET

(According to data from SALES MANAGEMENT Survey of Buying Power, May 10, 1958)

2,033,300 PEOPLE
$2,331,051,000. INCOMES
$1,597,582,000. RETAIL SALES
515,600 HOMES

• WFBC-TV leads all South Carolina television stations by far.

• WFBC-TV leads all television stations in the Greenville-Spartanburg-Anderson-Asheville market by far.

Ask us or WEED for facts, availabilities and assistance.

"The Giant of Southern Skies"

Represented Nationally by WEED TELEVISION CORP.

Channel 4
WFBC-TV
Greenville, S. C.
NBC NETWORK

facts like wage scales and working conditions but intangible future possibilities like the sale of post-'48 feature films to tv and the advent of toll tv into the entertainment scene.

The guild contends that the director of a theatrical picture which is later released for telecasting should get a part of the proceeds of the sale to tv, a stand which has also been taken by the unions representing actors and writers working in motion pictures. The producers maintain that when the director has been paid for his services to a picture his financial interest in that picture is ended and any money derived from tv belongs to the producer alone. As to pay tv, the producers have declined to agree even to discuss this subject with the union when, and if this possible new market for movies becomes a reality.

Screen Directors Guild reportedly has received assurances of full support in the event of a strike from Radio-Tv Directors Guild, Screen Actors Guild and Writers Guild of America.

## Blast From AFTRA Touched Off By DeMille Speech to Pioneers

The American Federation of Television & Radio Artists has withdrawn its support from attempts to organize a Hollywood chapter of Broadcast Pioneers and now is urging its members not to join the Pioneers, the Hollywood office of the talent union has announced. A change of heart followed the address of Cecil D. DeMille at the annual banquet of the Broadcast Pioneers during the NAB convention. The motion picture producer vigorously attacked the union for expelling him from membership, so ending his career in radio as host of the *Lux Radio Theatre* because he refused to pay a $1 assessment for a political activity with which he disagreed [NAB CONVENTION, May 5].

"We feel it is more than a coincidence that Mr. DeMille has been selected as the recipient of an award by the Broadcast Pioneers at the inception of one of the most intensive campaigns in the history of the state of California to destroy the collective bargaining strength of unions in our state," the union declared.

## Earnings Up for Tv Writers,

Television writers earned $9,224,000 in the year ending March 31, 1958, up more than 35% from their earnings of $6,814,000 the preceding year, according to the annual financial report of the Writers Guild of America, West, made last week by Edmund H. North, treasurer. Earnings of radio writers dropped from $467,000 to about $300,000 but screen writers' earnings held surprisingly well for a year supposedly so critical in the movies, dropping only 1% from $11,151,200 in fiscal 1957 to $11,028,-500 in fiscal 1958.

"The tv-radio branch contributed 34.7% of the Guild's income (in dues based on gross earnings) in 1956, 39.5% in 1957 and 46.5% in 1958," Mr. North reported. "Screen writers, on the other hand, in a levelling process as television has grown, contributed only 53.5% in 1958 as compared to 65.3% in 1956."



# RCA READIES NEW SALES ASSAULT AFTER QUARTER EARNINGS DROP

- **Stockholders given three-pronged economic program**
- **New departments, products introduced to record turnout**

RCA, the electronics industry giant, last week documented a program to "sell our [RCA's] way to higher volume and higher profits."

In a talk to stockholders in New York, RCA President John L. Burns revealed: (1) a first-quarter earnings dip, (2) a three-point program to counter the current economic slump and (3) promise of new products—and a look at one of them.

The annual meeting at NBC's huge Studio 8-H Rockefeller Center, was unusually noisy, lasted 2 hours and 40 minutes, featured entertainment (not all of it scheduled) and had a record turnout of stockholders (about 1,400).

Highlights of the meeting, which was presided over by RCA's board chairman, Brig. Gen. David Sarnoff:

• **Earnings**—First-quarter earnings declined 29.7% to $9,004,000, or 59 cents a share, on sales of $278,339,000. Last year's comparable period: net of $12,810,000 equal to 87 cents a share, on a $295,773,000 volume. But, said Mr. Burns: "Our plans contemplate our business for the full year 1958 running ahead of the rate for the first three months, and we hope that economic conditions for the nation as a whole will so develop that we will be able to carry out these plans."

RCA's business volume last year reached a record $1,176,277,000, an increase of 4.3% over the preceding year, and the third straight year that the company's sales of products and services went over the billion dollar mark. But profits for the year were reduced 3.7%.

• **NBC**—Net sales of the network for the first quarter of 1958 were 10% above the same period last year and network billings have reached "a new high." (See story, page 62.)

• **Products**—RCA's research will make available this year to the public six new products. Shown at the stockholders' meeting was the first of the six products, a high-fidelity tape cartridge. Stockholders also got a glimpse of RCA's fountain pen-size radio, still in the development stage. (See separate story.)

• **Three-point program**—RCA ("We believe that the best way out of a recession is to sell your way out") intends to (1) expand existing activities that "show promise of returning a fair profit," (2) create new departments to go after business in certain key areas, and (3) introduce important new products and services that will create new markets.

In the category of profit-showing activities: The NBC operation (includes owned and operated stations, the radio and tv networks, film syndication, spot sales); color tv—"Sales of color sets to consumers are running well ahead of last year"—which will advance in programming and in merchandising; automation in business and industry (called "one of the most promising fields of future growth") and national defense.

New departments to be created include the BMEWS Dept. (Ballistic Missile Early Warning System). RCA is prime contractor for the warning system that represents billings of more than $400 million over the next several years.

Still other new departments: Educational Electronics Dept.—"more than 200 colleges and public school systems have installed closed-circuit television, and more than 30 educational tv stations are on the air"; Telecommunications Div. (broadcast and tv equipment and communications products); Semiconductor and Materials Div.; Atomic Energy Services: Model C Stellarator Project (research into controlled thermonuclear reaction); Astro-Electronic Products Div. (to develop and produce satellites, space vehicles and associated equipment).

At the end of his talk, Mr. Burns pressed a button to start a demonstration of stereophonic sound. Played through an array of speakers hung from the huge studio stage were sounds of ping pong play, a steam engine pulling into the station, selections of various types of music with a grand finale: "The Stars and Stripes Forever."

The non-scheduled entertainment was provided by the surprise nomination of Elvis Presley (a top recording star in RCA Victor's stable), as a "balance" to the nomination of Gloria Parker (a songstress who claims "grievances" against Broadcast Music Inc. in both the courts and in stockholder meetings of various broadcast companies) to be a director of the corporation. (Mr. Presley's name was not considered seriously. Miss Parker received 720 votes in her favor, more

**RADIO CORPORATION OF AMERICA AND DOMESTIC SUBSIDIARIES CONSOLIDATED STATEMENT OF INCOME FOR THE QUARTER ENDED MARCH 31**

| | 1958 $ | 1957 $ |
|---|---|---|
| Products and Services Sold | 278,339,000 | 295,773,000 |
| Cost of Products and Services Sold and Other Operating Costs | 260,331,000 | 270,232,000 |
| Profit Before Federal Taxes on Income | 18,008,000 | 25,541,000 |
| Federal Taxes on Income | 9,004,000 | 12,731,000 |
| Net Profit for the Quarter | 9,004,000 | 12,810,000 |
| Preferred Dividend | 788,000 | 788,000 |
| Balance for Common Stock | 8,216,000 | 12,022,000 |
| Earnings Per Share on Common Stock | .59 | .87 |

Beginning January 1, 1958 depreciation of certain standard manufacturing facilities is being computed on the straight line method in lieu of an accelerated method previously employed. This results in a reduction of depreciation charges by $500,000 after income tax in the first quarter of 1958.

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

than 12-million against.)

Barney Young, who said he held 10 shares of stock and is a plaintiff in several lawsuits brought against RCA, offered the names of both Mr. Presley (Gen. Sarnoff quipped: "Have you talked to Presley?") and Miss Parker. Mr. Young also voiced other objections as to the running of the meeting by the General and the qualifications of one of the board of directors.

Stockholders seeking a chance to comment, make speeches or ask questions at times created a three-ring circus of comedy, shouts and noise but the meeting never did get out of hand under Gen. Sarnoff's freewheeling but tight hold on proceedings.

Overwhelmingly defeated were resolutions by minority stockholders that would have imposed restrictions on option plans (that the right of purchase not be cumulative and it expire over a set period of years) and would have substituted cumulative voting for directors as opposed to the current voting by shares.

Only at one point in the meeting did Gen. Sarnoff appear irate. Addressing himself to an inquisitive stockholder as to what Gen. Sarnoff had done with RCA holdings in the past, the General declared that the "investment" in RCA represents most of my fortune" and that most of himself had been put into the corporation.

A stockholder asked why NBC had not sold educational programs to "sponsors because after all isn't it the business of RCA to get the dollar?" Another asked if color tv was in the "black." Gen. Sarnoff said it was not, but he wished it were. He told still another questioner that "all major divisions of RCA are operating in the black."

A stockholder asked about Perry Como's contract with NBC-TV. Gen. Sarnoff said he would pass that over to Robert W. Sarnoff, NBC's president and Gen. Sarnoff's son. The NBC chief said this was competitive information, that he thought Mr. Como's contract was for a seven-year period but in any event, the network had Mr. Como's talents signed up for as long as the star is a performer.

Less than a dozen hands greeted a question posed by a stockholder of how many people there had purchased color sets "on their own." Gen. Sarnoff (as did Mr. Burns) suggested more color sets be bought by shareholders.

Other highlights:

RCA spent more than $32 million last year on advertising and sales promotion.

### GE'S NEW FIGURE

General Electric Co.'s new color television camera sells for $49,500—not the $39,500 figure quoted in BROADCASTING's story on the new unit a week ago [NAB CONVENTION, May 5]. GE spokesmen said the lower price was inadvertently quoted to BROADCASTING's reporters at the demonstration and that the error was discovered when queries began arriving "from all over the country."


No Surprise!

YES . . . AGAIN KLZ-RADIO IS first WITH LISTENERS!

PULSE, FEB. '58 SAYS KLZ-RADIO HAS MORE FIRST-PLACE ¼ HOURS MONDAY THRU FRIDAY Than All Other DENVER STATIONS COMBINED! The secret, of course, is Showmanship!

KLZ-Radio
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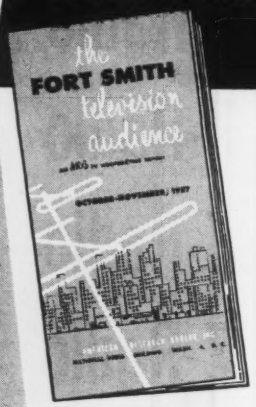
Telephone your KATZ man or call Lee Fondren in Denver

KLZ radio 560

CBS for the Rocky Mountain Area

KFSA-TV
DOMINANT
LEADER
IN
FORT SMITH
ARKANSAS




ARB
October-
November,
1957

*Sign-On to Sign-Off—*
*Sunday thru Saturday*

**KFSA-TV .....53.9**
Station B .....37.1
All others .....14.4

KFSA-TV leads in 9 of the TOP 10 shows

KFSA-TV leads in 17 of the TOP 20 shows

*For Choice Availabilities, Contact—*

NBC-ABC

KFSA-TV
Fort Smith
Arkansas

*Represented Nationally by*
**Venard, Rintoul & McConnell, Inc.**

*Regional Representative:*
**Clyde Melville Company, Dallas**



though less was spent last year than in former years on behalf of color tv promotion. Attention was drawn to RCA's demonstration of radio automation systems at the NAB convention in Los Angeles and to new government orders at RCA for the first quarter increased by $130 million over the same three months last year (RCA expects to be about 10% ahead of 1957's volume of $267 million worth of government contracts).

## Burns Shows Tape Cartridge, Miniature Radio at RCA Meeting

A new product soon to be offered to the public and an experimental radio, the size of a fountain pen, were shown to RCA stockholders last week by RCA President John L. Burns.

The new product is a high-fidelity tape cartridge for home hi-fi record players. Mr. Burns said the new cartridge holds enough tape to provide two hours of regular music or one hour of stereophonic music; it can be slipped into place simply and eliminates the need for threading magnetic tape from one reel to another, and will be on the market this fall.

As an example of RCA activity in electronic miniaturization and to illustrate the electronic industry's "major breakthrough" in radically scaling down basic components, Mr. Burns held up for the assembled stockholders a new RCA experimental radio the size of a fountain pen. It contains batteries, antenna and earphone, weighs only two ounces and has five modules, each about one-tenth of a cubic inch, which correspond to the tubes and accompanying circuits of conventional five-tube radio receivers.

RCA notes that the use of micro-modules will make possible a ten-fold reduction in size and weight of electronic systems for missiles, earth satellites and field equipment.

## First Quarter Loss Reported To DuMont Labs Stockholders

The outlook for Allen B. DuMont Labs electronic manufacturing prospects, in the past behaving in teeter-board fashion, is in a new decline.

A DuMont stockholders meeting last week revealed the depressing news that the laboratories had a $943,000 loss on sales of $9,806,000 in the first quarter of this year. This compares with a loss of $353,000 on sales of $10,059,000 for the corresponding period last year.

DuMont last year lost $535,000, compared with the loss in 1956 (after reduction by a tax carryback) of $3,887,000. The president of the corporation, David T. Schultz, commenting in the annual report on 1957's improvement then cited cost reductions, and a pick up in business for the second half of 1957 [MANUFACTURING, March 24]. Said Mr. Schultz last week: the upward trend had been reversed; the company is feeling the lowered level of the national economy and the letting of defense contracts has been slow.

Re-elected as officers: Dr. Allen B. DuMont, Mr. Schultz, Barney Balaban (president, Paramount Pictures Corp.), Armand G. Erpf (partner, Carl M. Loeb, Rhoades & Co.), Dr. Thomas T. Goldsmith Jr. (vice president in charge of engineering at DuMont), Paul Raibourn, (vice president, Paramount Pictures Corp.), Percy M. Stewart (partner, Kuhn, Loeb & Co.), and corporation counsel Edwin L. Weisl (partner, Simpson, Thacher & Bartlett).

### MANUFACTURING SHORTS

**Westinghouse Electric Co.,** Metuchen, N. J., has announced plans for marketing phonograph equipment that will "convert any Westinghouse high fidelity model to stereophonic sound." Company will offer auxiliary cabinet unit with multiple speakers and amplifier plus "conversion kit" for adapting present high fidelity models to play stereophonic discs. Also included will be a replaceable phonograph cartridge that will reproduce either stereo or monaural records.

**Columbia Records Div.,** CBS Inc., has announced it would begin distribution of automatic phonograph record vender named "Dial-a-Disc" and developed for Columbia by Holley Assoc. Device, available to record stores and supermarkets through Columbia's network of independent and company-operated distributors at $595 (F.O.B. Merchantville, N. J.) is "pilferproof" and offers stores first workable automatic vending machine for "most strongly-sold non-food products available today."

**Sylvania Home Electronics,** division of Sylvania Electric Products Inc., has introduced Somerset, 17-inch 110-degree portable television receiver. Suggested price: $169.95.

**Motorola Inc.,** Chicago, announces net sales for quarter ending March 31 were $40,894,492. Earnings: $677,782. Comparable figures last year: $52,281,795 and $2,137,587.

**Audio Devices Inc.,** N. Y., has released annual report to stockholders which shows increase of 29% in sales of magnetic tape and recording discs for 1957 over 1956—$4,774,523 as compared with $3,707,576. Operating profits from these sales were $506,735 before federal income taxes, increase of 21% over comparable profits of $417,457 for 1956. Sales for first quarter of 1958 exclusive of silicon rectifier have increased 25% over same period for 1957, report disclosed.

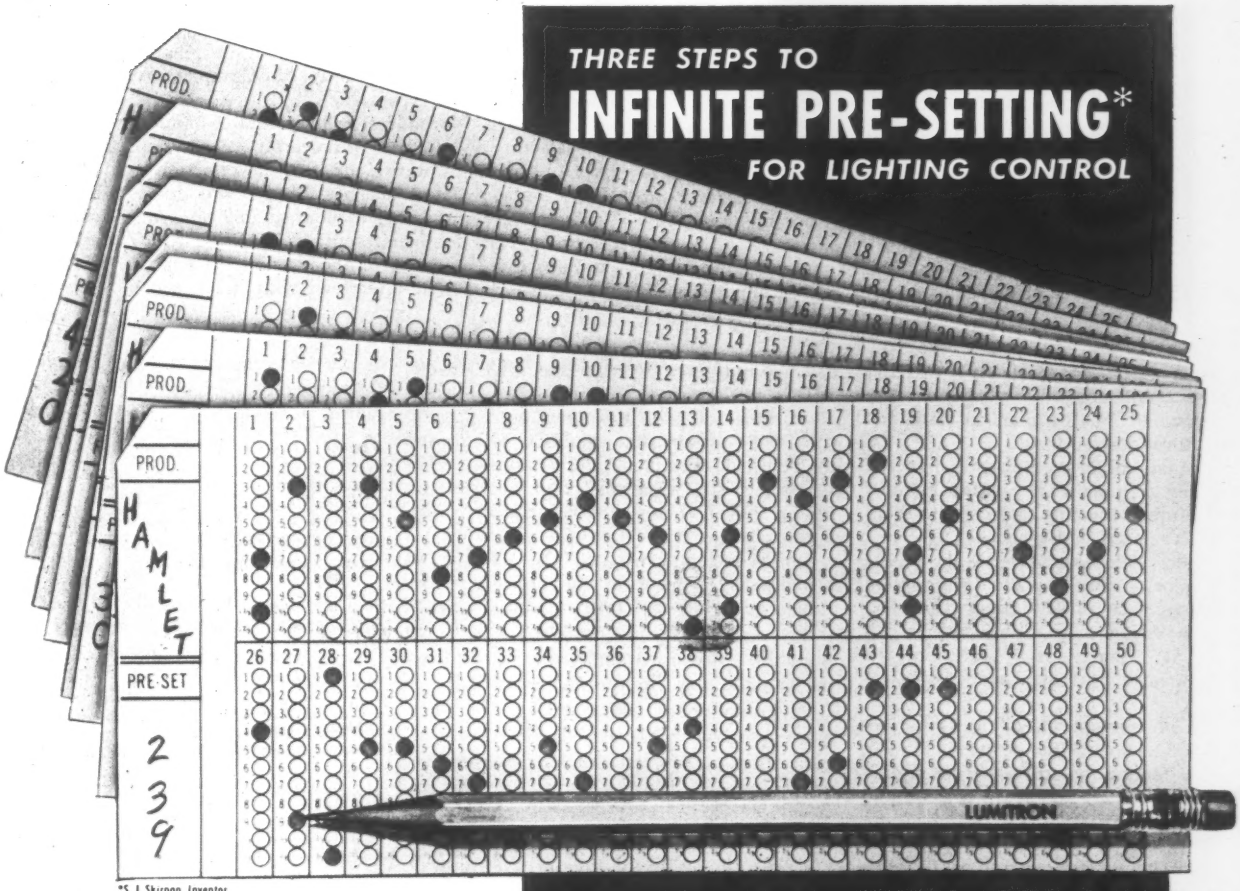
**Magnecord Div.** of Midwestern Instruments Inc. announces two new instruments, Stereo Magnecordette and P-75 Editor II, both with recording and playback features. Magnecordette has tape speeds of 3¾ and 7½ inches per second. Among special features are playback and record amplifier controls consisting of 2-gain channel, master volume, controls. Unit retails for $395. P-75 Editor II unit provides tape speeds of 7½ and 15 inches per second (no retail price given).

**Fairchild Recording Equipment Co.,** Long Island City, N. Y., announces availability of booklet dealing with story of stereo sound and particularly stereo disks.

THREE STEPS TO

# INFINITE PRE-SETTING*

FOR LIGHTING CONTROL




*S. J. Skirpan, Inventor
PATENTS PENDING

1. MARK LIGHT SETTINGS ON LUMITRON CUE SHEETS
2. STACK CUE SHEETS IN CONSOLE READERS
3. CROSS-FADE SMOOTHLY FROM ONE PRE-SET TO THE NEXT WITH MANUAL FADER

**IT'S AS SIMPLE AS 1, 2, 3!** . . . *the all-electronic, all-new* ***LUMITRON*** INFINITE PRE-SET LIGHTING CONTROL SYSTEM. Far superior to anything now available, it eliminates guessing, cue translation and human error to permit the *prompt* accomplishment of the desired lighting design. Every cue is *electronically interpreted* and *always* explicitly followed. The tubeless ***LUMITRON*** System provides an *infinite* number of Pre-sets for the swift achievement of the finest, most complex lighting designs . . . and frees the Lighting Designer from routine tasks.

*Here, in a compact, table-sized Console, is the most revolutionary concept of stage lighting control yet devised.*

CHECK THESE ADVANTAGES:

- ✓ UNLIMITED NUMBER OF PRE-SETS AVAILABLE TO THE LIGHTING DESIGNER
- ✓ PROVIDES AN ALTERABLE OR PERMANENT RECORD OF THE LIGHTING PLOT OF EVERY SHOW
- ✓ ABSOLUTE SIMPLICITY OF OPERATION
- ✓ AUTOMATIC, YET ALWAYS UNDER THE CONTROL OF THE OPERATOR
- ✓ NO TUBES — NOTHING TO WEAR OUT — LOW MAINTENANCE
- ✓ COMPETITIVELY PRICED WITH SYSTEMS LIMITED TO ONLY TEN PRE-SETS
- ✓ FULLY GUARANTEED—INSTALLED AND MAINTAINED BY EXPERT LUMITRON ENGINEERS

*Creative Engineering for the Living Theatre by...*

**LUMITRON** DIVISION

LIGHTING CONTROL SINCE 1892
METROPOLITAN

**METROPOLITAN ELECTRIC MANUFACTURING COMPANY**
2252 STEINWAY AVENUE, LONG ISLAND CITY 5, N. Y. • AStoria 8-3200

# What they think about conventions (continued)

Are NAB conventions worthwhile? What programs do delegates like? What about the size of the 1958 conventions? Is the plan to cut the size of conventions popular with broadcasters? Do they want both equipment and program service exhibits?

These questions and many others were answered by delegates to the April 27-May 1 convention held in Los Angeles. The Pulse Inc., nationally known research firm, was commissioned by BROADCASTING to get the answers.

The first preliminary returns on the Pulse survey showed that an overwhelming number of delegates found the programs generally valuable [BROADCASTING, May 5]. Complete results of the Pulse survey appear herewith.

Using a 230-broadcaster base and a random sample compiled by selecting every fifth broadcaster delegate on the official NAB April 28 registration list, the interviewers completed 158 interviews. Four were rejected because of non-broadcast affiliation. Interviewers were instructed to contact delegates in their rooms. The completed services represent 13.7 of the total (station and non-station) registration as of the evening of Sunday, April 27. Technique was personal interview, with aided recall roster.

A majority (57.8%) of delegates to the recent NAB convention in Los Angeles approve of NAB's plan to limit the size of future conventions.

Only a small minority, however, like the plan to keep film-program service exhibits out of the annual meeting and confine them to autumn regional conferences.

Broadcaster delegates have faith in the FCC, a majority believing the Commission is not influenced by private talks. They feel it has been doing a good allocations job and doubt if Congressional probes of the Commission have hurt the broadcasting industry.

The size of conventions is "too big," according to 52.7% of the delegates polled, with 44.8% feeling the size is "about right."

Over half (52.6%) anticipate better radio and tv business this year and 31.2% figure it will be at least as good as last year.

The most valuable program at the Los Angeles convention, according to the survey, was the joint session addressed by Dr. Frank Stanton, president of CBS Inc. and keynote speaker, and FCC Chairman John C. Doerfer. It was attended by both management and engineering delegates.

The joint session at which members of the FCC took part in a panel discussion, answering delegates' questions, drew a light vote. This session was held Wednesday morning, April 30, the day 12 professional interviewers conducted the Pulse study. Many of the delegates were interviewed early Wednesday before this discussion was held, a fact that must be considered in evaluating the results.

Next session in popularity and ranking in second place was the labor clinic, an overflow meeting held the first day (Monday) of the convention. The tv management-code discussion ranked in third place. The "luncheon talks" classification ranked tenth. However, this figure was influenced by the fact that engineering and management luncheons were held separately and the management luncheons were limited to the capacity of the Biltmore Bowl.

The luncheon figures must also be interpreted in the light of the time of interviewing. Some of the surveying was done prior to the Wednesday luncheons. No evaluation of Thursday luncheons is reflected in the results.

A majority of those interviewed (55.6%) felt that the recent Congressional investigation of the FCC did not hurt the broadcasting industry. As to the FCC itself, 74.1% felt the Commission is doing a good allocations job. At the same time 55.8% took the position that the FCC is exposed to political pressures. Interestingly, 63% supported the Commission's integrity by saying they feel it is not influenced by private talks.

Pulse's survey revealed that 74.7% of broadcaster delegates at the convention consider the television code effective. Asked if the code could be improved, 53.9% felt it could. Most-mentioned way to improve the tv code was "more enforcement."

A predominant share (93.6%) of delegates consider NAB an effective trade organization. Over half (53.3%) of these see room for improvement, however. The answer most mentioned was "everything can be improved."

Complete results of the survey follow:

### Question 1

*Do you attend NAB conventions regularly?*

| | # | % |
|---|---|---|
| YES | 135 | 87.7 |
| NO | 19 | 12.3 |
| TOTAL | 154 | 100.0 |

### Question 2

*Do you attend NAB autumn regional conferences regularly?*

| | # | % |
|---|---|---|
| YES | 88 | 57.2 |
| NO | 66 | 42.8 |
| TOTAL | 154 | 100.0 |

### Question 3

*What part of the country do you come from?*

| | # | % |
|---|---|---|
| NORTHEAST | 33 | 21.4 |
| SOUTHEAST | 19 | 12.3 |
| NORTHWEST | 26 | 16.9 |
| SOUTHWEST | 31 | 20.2 |
| NORTH CENTRAL | 34 | 22.1 |
| SOUTH CENTRAL | 11 | 7.1 |
| TOTAL | 154 | 100.0 |

### Question 4

*What category of management and/or ownership do you represent and for which types of stations?*

| *I. By Level of Management* | # | % |
|---|---|---|
| TOP MANAGEMENT | 113 | 73.4 |
| DEPARTMENT HEAD | 16 | 10.4 |
| ENGINEERING | 25 | 16.2 |
| TOTAL RESPONDENTS | 154 | 100 |

| *II. By Type of Station* | # | % |
|---|---|---|
| TV | 106 | 68.8 |
| AM | 127 | 82.5 |
| FM | 58 | 37.7 |
| TOTAL RESPONSES | 291 | [1] |
| TOTAL RESPONDENTS | 154 | 100 |

*III. Management Level By Type of Station*

*a) Top Management or Ownership:*

| | # | % |
|---|---|---|
| TV | 74 | 65.5 |
| AM | 96 | 85 |
| FM | 39 | 34.5 |
| TOTAL RESPONDENTS | 113 | [1] |

*b) Department Head By Type of Station*

| | # | % |
|---|---|---|
| TV | 13 | 81.2 |
| AM | 12 | 75.0 |
| FM | 4 | 25.0 |
| TOTAL RESPONDENTS | 16 | [1] |

*c) Engineering By Type of Station*

| | # | % |
|---|---|---|
| TV | 23 | 92.0 |
| AM | 22 | 88.0 |
| FM | 15 | 60.0 |
| TOTAL RESPONDENTS | 25 | [1] |

[1] **Totals over 100% because some respondents came under several categories.**

### Question 5

*Why do you attend these conventions?*

| | # | % |
|---|---|---|
| EXCHANGE OF IDEAS WITH OTHERS | 52 | 33.8 |
| VISITS, CONTACTS, AND FELLOWSHIP WITH OLD FRIENDS AND ACQUAINTANCES | 24 | 15.6 |
| NEW IDEAS, INFORMATION, KNOWLEDGE GAINED FROM OTHERS AND MEETINGS | 86 | 55.8 |
| PART HOLIDAY AND VACATION AND PLEASURE | 8 | 5.2 |
| VISIT EXHIBITS, SEE NEW EQUIPMENT AND NEW PRODUCTS | 30 | 19.5 |
| PURCHASE FILM, PROGRAMS, EQUIPMENT | 3 | 1.9 |
| ATTEND NETWORK (AFFILIATES) MEETINGS | 7 | 4.5 |
| REGULAR HABIT AND TRADITION OF ATTENDING | 2 | 1.3 |
| SENT BY MANAGEMENT | 5 | 3.2 |
| MISCELLANEOUS | 4 | 2.6 |

| | | |
|---|---|---|
| NO SPECIFIC REASON | 11 | 7.1 |
| TOTAL RESPONDENTS | 154 | [2] |

[2] Totals over 100% because of multiple responses.

**Question 6**

*Did you attend any of these sessions?*

| *Monday, April 28* | % [3] |
|---|---|
| FORWARD MOVING FM | 41.3 |
| LABOR CLINIC | 29.2 |
| AUTOMATION & REMOTE CONTROL | 24.0 |
| TV FILM SESSION | 42.5 |
| WAGE-HOUR SEMINAR | 27.9 |
| VIDEO TAPE | 34.9 |
| *Tuesday, April 29* | |
| JOINT SESSION WITH TALKS BY FRANK STANTON OF CBS AND JOHN DOERFER, FCC CHAIRMAN | 66.3 |
| LUNCHEON AND TALK BY MARION HARPER JR., McCANN-ERICKSON | 45.5 |
| RADIO MANAGEMENT CONFERENCE—INVENTORY 1958 | 29.9 |
| TV MANAGEMENT CONFERENCE—TV CODE | 50.0 |
| BROADCAST PIONEERS BANQUET | 13.0 |
| *Wednesday, April 30* | |
| JOINT SESSION WITH FCC PANEL | 56.8 |
| RADIO MANAGEMENT CONFERENCE | 21.5 |
| TV MANAGEMENT CONFERENCE | 30.8 |
| SMALL MARKET TELEVISION | 7.3 |

[3] Important—Percentages adjusted to correct for possibility of attendance by time interview was made and based on type of station affiliation.

**Question 7**

*Were these sessions of value to you?*

| | # | % |
|---|---|---|
| YES | 131 | 85.1 |
| NO | 2 | 1.3 |
| NO OPINION | 17 | 11.0 |
| DID NOT ATTEND SESSIONS | 4 | 2.6 |
| TOTAL RESPONDENTS | 154 | 100.0 |

**Question 8**

*Which of the sessions you attended were the most valuable?* (Sessions which drew fewer than five responses have been eliminated from this tabulation)

| | # |
|---|---|
| LABOR CLINIC | 24 |
| TV FILM SESSION | 21 |
| WAGE-HOUR SEMINAR | 11 |
| JOINT SESSION—STANTON AND DOERFER | 42 |
| LUNCHEON TALK | 9 |
| TV MANAGEMENT—CODE | 22 |
| RADIO MANAGEMENT CONFERENCE—INVENTORY 1958 | 20 |
| TV MANAGEMENT CONFERENCE (WED.) | 6 |
| RADIO MANAGEMENT CONFERENCE (WED.) | 5 |
| JOINT SESSION—FCC PANEL | 17 |
| AUTOMATION & REMOTE CONTROL | 18 |
| VIDEO TAPE | 17 |
| FORWARD MOVING FM | 7 |
| MULIPLEX OPERATION IN FM BROADCASTING | 5 |

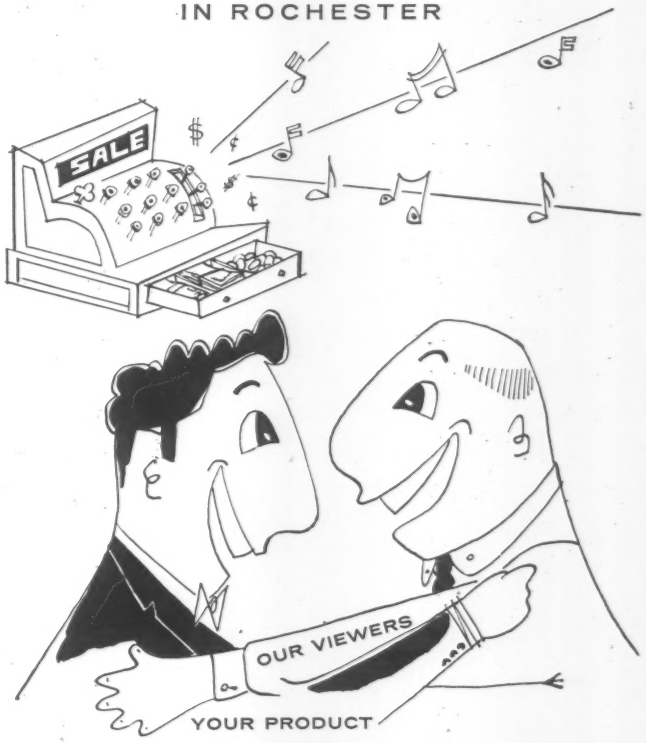
**Question 9**

*How do you feel about the size of the convention?*

| | # | % |
|---|---|---|
| TOO SMALL | 1 | .6 |
| TOO BIG | 81 | 52.7 |
| ABOUT RIGHT | 69 | 44.8 |


**IT MAKES SUCH WONDERFUL MUSIC**

IN ROCHESTER




**when good fellows get together!**

Personally, we think that your product and our viewers were just made for each other! And, believe us (or any Rochester Area Survey!), we've got a LOT of viewers in this rich Rochester territory!

**If you're seeking real pay-off spots in this area, buy CHANNEL 10, the channel that gets the majority of viewers, over all, from sign-on to sign-off, according to the latest Rochester Metropolitan Area ARB Survey, February, 1958!**

The meeting of your product and our viewers will be accompanied by the background music that is so popular with every sponsor—the jolly ringing of the cash register with the one-word lyric—SALES!

**In Rochester, N. Y. IT ALL ADDS UP TO 10**

CBS BASIC

FOR IMMEDIATE RELEASE

**A Public Service Film Available For Any 10-Day Period Without Charge**

# "CHALLENGE IN ASIA"

**Narrated by**

## Lowell Thomas

◆ A 13½ minute film short on today's challenge in Asia. Will the Philippine people and their President, with their English-speaking, Christian heritage on an Oriental background provide a fresh means of Peace in Asia and understanding with the West? In this film President Garcia gives his answer.

◆ Here is an inside look at President Garcia at work in Malacanang Palace, the Philippine White House. The film includes a special sequence on his role as host to the SEATO conference, which helped firm up the anti-Communist alliance in Asia. There are live sound statements by Secretary of State John Foster Dulles and Philippine President Garcia, also intimate glimpses into the workday and the private home life of President Garcia . . . including Cabinet Meetings, as host at a state dinner for SEATO foreign ministers . . . receiving a newly appointed ambassador . . . talking with a delegation of American boys . . . welcoming world-renowned personalities, Marian Anderson and others . . . relaxing with his family . . . playing chess . . . with a final interview of broad impact on tomorrow in Asia!

◆ A remarkably different public service film for the TV program director seeking to give his viewers a fresh insight into Asia and President Garcia's objectives for the betterment of Philippine-American understanding.

◆ Produced by Alfred Wagg Pictures, narrated by Lowell Thomas, directed by Alfred Wagg, written by Joe DiMona, photographed in 35mm black and white, and 16mm prints are available, with synchronized sound and music.

*For additional information, please write or wire:*

**ALFRED WAGG PICTURES**
**7801 Woodmont Avenue**
**Washington 14, D. C.**
**Telephone: Oliver 6-3161**



(Question 9 continued)

| | | |
|---|---|---|
| NO OPINION | 3 | 1.9 |
| TOTAL RESPONDENTS | 154 | 100.0 |

### Question 10

*How do you feel about the NAB code for tv? Is it effective? Could it be improved? If yes, how?*

| *Effectiveness* | # | % |
|---|---|---|
| EFFECTIVE | 115 | 74.7 |
| NOT EFFECTIVE | 23 | 14.9 |
| NO OPINION | 16 | 10.4 |
| TOTAL RESPONDENTS | 154 | 100.0 |
| *Possible Improvement* | | |
| CAN BE IMPROVED | 83 | 53.9 |
| CANNOT BE IMPROVED | 52 | 33.8 |
| NO OPINION | 19 | 12.3 |
| TOTAL RESPONDENTS | 154 | 100.0 |

*Methods of Improvement* (Ideas held by only one respondent have been eliminated from this tabulation)

| | # |
|---|---|
| MORE ENFORCEMENT | 14 |
| MORE POLICING | 7 |
| BETTER DEFINITION OF PRACTICES | 2 |
| EVERYTHING CAN BE IMPROVED | 7 |
| KEEPING UP TO DATE | 2 |
| BETTER EDUCATION TO TOP MANAGEMENT | 2 |
| GETTING 100% APPLICATION OF CODES | 16 |
| DON'T KNOW HOW | 27 |

### Question 11

*Do you feel the NAB is an effective trade organization? Could it be improved? If yes, how?*

| *Effectiveness* | # | % |
|---|---|---|
| YES | 144 | 93.6 |
| NO | 7 | 4.5 |
| NO OPINION | 3 | 1.9 |
| TOTAL RESPONDENTS | 154 | 100.0 |
| *Possibility of Improvement* | | |
| YES | 82 | 53.3 |
| NO | 60 | 38.9 |
| NO OPINION | 12 | 7.8 |
| TOTAL RESPONDENTS | 154 | 100.0 |

*Methods of Improvement* (Ideas held by only one respondent have been eliminated from this tabulation)

| | # |
|---|---|
| EVERYTHING CAN BE IMPROVED | 15 |
| ACTIVE PARTICIPATION FOR ALL | 5 |
| TOO BIG AND COMPLEX | 5 |
| STUDY AND KEEP UP TO DATE | 2 |
| MORE ATTENTION TO PROBLEMS OF SMALLER MARKET AREAS | 4 |
| CONFINE TO MORE IMPORTANT THINGS | 2 |
| MORE ENFORCEMENT | 2 |
| TOO MANY WAYS TO BE SPECIFIC | 3 |
| CUT OUT SOME OF SIDE SERVICES | 3 |
| NORMAL COURSE OF GROWING UP | 2 |
| MORE WORKSHOP SESSIONS WITH BROADCASTERS | 2 |
| RATHER NOT ANSWER | 2 |
| DON'T KNOW | 17 |

### Question 12

*What do you think of the FCC? As a body are they (a) doing a good job on allocations; (b) subject to political pressures; (c) influenced by private talks with applicants?*

| *Allocations Job* | # | % |
|---|---|---|
| DOING A GOOD JOB | 114 | 74.1 |
| NOT DOING A GOOD JOB | 29 | 18.8 |
| NO OPINION | 11 | 7.1 |
| TOTAL RESPONDENTS | 154 | 100.0 |
| *Political Pressure* | | |
| SUBJECT TO PRESSURE | 86 | 55.8 |
| NOT SUBJECT TO PRESSURE | 55 | 35.8 |
| NO OPINION | 13 | 8.4 |
| TOTAL RESPONDENTS | 154 | 100.0 |
| *Influence of Private Talks* | | |
| INFLUENCED BY PRIVATE TALKS | 42 | 27.3 |
| NOT INFLUENCED BY PRIVATE TALKS | 97 | 63.0 |
| NO OPINION | 15 | 9.7 |
| TOTAL RESPONDENTS | 154 | 100.0 |

### Question 13

*Did the recent FCC investigation by Congress hurt the broadcasting industry?*

| | # | % |
|---|---|---|
| YES | 63 | 40.8 |
| NO | 87 | 56.6 |
| NO OPINION | 4 | 2.6 |
| TOTAL RESPONDENTS | 154 | 100.0 |

### Question 14

*Do you approve of the NAB plan to limit national conventions to top ownership and management delegates starting in 1959? If no, do you prefer the convention as it is now?*

| | # | % |
|---|---|---|
| YES—LIMIT | 89 | 57.8 |
| NO | 58 | 37.7 |
| NO OPINION | 7 | 4.5 |
| TOTAL RESPONDENTS | 154 | 100.0 |
| *Prefer Present Status* | | |
| YES | 53 | 91.3 |
| NO | 2 | 3.5 |
| NO OPINION | 3 | 5.2 |
| TOTAL OPPOSED TO LIMITING CONVENTION | 58 | 100.0 |

### Question 15

*Do you think convention exhibits should include (1) all equipment and program services as now; (2) equipment only; (3) program services only; (4) or should exhibitors attend only the autumn regional conferences?*

| | # | % |
|---|---|---|
| EQUIPMENT AND PROGRAM SERVICES AS NOW | 97 | 63.1 |
| EQUIPMENT ONLY | 30 | 19.5 |
| PROGRAM SERVICES ONLY | 3 | 1.9 |
| ONLY AT REGIONAL CONFERENCES | 15 | 9.7 |
| NO OPINION | 9 | 5.8 |
| TOTAL RESPONDENTS | 154 | 100.0 |

### Question 16

*What will happen this year in terms of business for radio and television?*

| | # | % |
|---|---|---|
| AS GOOD AS LAST YEAR | 48 | 31.2 |
| BETTER | 81 | 52.6 |
| WORSE | 19 | 12.3 |
| NO OPINION OR MIXED OPINION | 6 | 3.9 |
| TOTAL RESPONDENTS | 154 | 100.0 |

# "I read Ad Age on Monday and hear about it all week"

*says* **THOMAS H. LANE**
*Senior Vice-President*
**Lennen & Newell, Inc.**

## "Awareness and understanding are essentials in our business. That's why I read Advertising Age on Monday and hear about it all week."

Every Monday, like clockwork, most of the advertising executives of importance to you—those who *influence* as well as those who *activate* major broadcast decisions—turn to Advertising Age. But Ad Age is more than a Monday-morning ritual. The news and trends of marketing in AA—yes, and the sales messages about markets and media too, get referred to and discussed throughout the week.

At Lennen & Newell, Inc., for example, where $24,500,000* of its 1957 billings were placed in radio and television, planning broadcast schedules is a vital part of the agency's operation. Among its important accounts are such broadcast-minded concerns as the P. Lorillard Co. (Old Gold, Kent, Newport cigarettes, etc.), the Colgate-Palmolive Co. and the Benrus Watch Co.

Every week, *82 paid-subscription copies of Ad Age* keep Lennen & Newell executives up with changes and developments affecting them. Further, every Monday, *72 paid-subscription copies* reach marketing planners of the advertisers mentioned.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting Magazine 1957 report.*

**THOMAS H. LANE**

A graduate of Dartmouth College, where he was editor-in-chief of "The Daily Dartmouth," Mr. Lane started his business career as a reporter for the New York Herald-Tribune. His first agency association was with Young & Rubicam, which he served successively as copywriter, radio producer and account executive. At the outbreak of World War II, when the U. S. Treasury Department asked Y & R to "lend" a man to head up all national war bond advertising and publicity, Mr. Lane was sent to the Treasury for four years as director of advertising, press and radio. After the war, the Rexall Drug Company, Los Angeles, named him vice-president in charge of advertising and sales promotion. Mr. Lane returned east in 1949 to join McCann-Erickson as a vice-president, director and member of its plans board. In 1955, he accepted the post of senior vice-president at Lennen & Newell.

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## AFCCE, FCBA Study On Tall Tower Issue

A joint committee of the Assn. of Federal Communications Consulting Engineers and the Federal Communications Bar Assn. will undertake a study to determine a more equitable arrangement in securing airspace approval for tall tv towers.

The move was initiated at the annual meeting of the AFCCE in Mexico City three weeks ago, with FCBA representatives in attendance.

At present, tv stations and applicants proposing antenna towers 500 ft. or higher above ground must receive approval for the proposed heights and locations from the Airspace Panel of the Air Coordinating Committee. The ACC is a Presidential advisory committee established primarily to coordinate aeronautical activities. The Panel is composed of representatives of the Air Force, Army, Navy, Commerce Dept., the FCC and other government agencies. Civilian organizations, such as the Air Transport Assn., Aircraft Owners & Pilots Assn., the NAB, AFCCE and FCBA, are associate members but have no voting rights.

Although the recommendations of the Airspace Panel are not binding on the FCC, in practice the Commission finds it difficult to approve an antenna proposal that is disapproved by the panel.

The feeling among broadcasters for some years has been that the broadcasting industry should have more equitable representation on airspace matters, particularly as they refer to radio and tv. Tv applicants have had a difficult time gaining approval of antenna proposals in many cases, since the majority of the panel is composed of aviation-minded representatives. The FCC representative who is a member of the Commissions aviation division usually abstains from voting on broadcast matters.

The joint AFCCE-FCBA airspace committee will comprise three members from each organization. They will be appointed in the near future.

Elected at the AFCCE Mexico City meeting were the following new officers:

George E. Gautney, Gautney & Jones, president; Howard T. Head, A. D. Ring & Assoc., vice president; Robert M. Silliman, secretary; William E. Benns Jr., treasurer.

New directors are David L. Steel, Page, Creutz, Steel & Waldschmitt; Edward F. Lorentz, Commercial Radio Equipment Co., and John H. Mullaney.

### Southeastern Service Meet Set

The first major southeastern electronic service convention is scheduled for Miami's Municipal Auditorium June 5-8 under sponsorship of the Radio-Television Technician's Guild of Florida and the Tampa Bay Radio-Television Service Assn., it was announced last week by Lewis Winner Technical Convention Co., New York. Invitations are being addressed to the FCC and members of Congress, Mr. Winner's office said, although specific addressees have not been selected. Convention committee membership includes Norman Bean, WTVJ (TV) Miami. Agenda topics include monochrome and color tv, fm-tv antennas, auto radios, tubes and transistors plus components and service and industrial subjects.

### Fellows Rebuts Hoover Charge That Tv, Movies Breed Crime

The charge of J. Edgar Hoover, head of the FBI, that a dangerous trend toward glorification of crime is evidenced in tv programs and motion pictures is not supported by authoritative research, according to NAB President Harold E. Fellows.

Replying to the charge at Los Angeles May 1, Mr. Fellows said there have been many studies by educators and others in the field showing that tv is a constructive influence on young people. He added that the NAB television code admonishes against violence and indecency, with NAB constantly monitoring stations. "Our research shows that programs presented by tv code stations and networks reflect the national conscience," he said.

Mr. Fellows described Mr. Hoover as "one of our great patriotic citizens and an able counselor to and friend of the broadcasting industry." Voicing surprise at the remarks, he said that to the best of his knowledge and that of the tv code board "There have not been released any authoritative studies, made by accepted scientific methods, supporting the contention that tv contributes materially to juvenile delinquency."

Mr. Hoover, writing in the May issue of the *FBI Bulletin,* called for strong public pressure against tv and movie programs which "flaunt indecency and applaud lawlessness." He did not identify such programs, but did credit many leaders in tv and motion pictures with helping law enforcement with "genuine portrayals of criminals."

### EIA First Quarter Report Shows Drop in Radio-Tv Set Output

Radio and tv set production in the first quarter of 1958 showed a decline from the same 1957 period, according to Electronic Industries Assn.

Output of radios totaled 931,341 in March (including 234,911 auto sets) and 2,834,759 in the first quarter of 1958. Radio output in March 1957 totaled 1,609,073, (including 597,532 auto sets); in the first quarter of 1957 the total was 3,959,367.

Output of tv sets totaled 416,903 in March (of which 36,050 had uhf tuners) and 1,221,299 in the first quarter of 1958. Total tv output in March 1957 amounted to 559,842 sets; in the first quarter of 1957 production totaled 1,474,729 sets.

Retail sales of radio receivers totaled 538,963 in March and 1,493,668 in the first quarter compared to 534,115 and 1,818,-976 respectively, in the same 1957 periods.

Tv retail set sales totaled 416,756 in March and 1,446,969 in the first quarter of 1958 compared to 534,115 and 1,682,-911 in the comparable 1957 periods.

## RAB Executives Urge Greater Station Action

Two Radio Advertising Bureau executives last week called for the expression of greater personal interest in (a) radio advertising and (b) combatting the recession. The remarks were made 1,000 miles apart, with RAB President Kevin B. Sweeney addressing the sixth annual Sales & Advertising Conference of U. of Notre Dame at South Bend, Ind., and RAB Vice President-General Manager John F. (Jack) Hardesty talking to the Advertising Club of New York in Manhattan.

Mr. Hardesty, in a National Radio Month address to the ad club's advertising course alumni, called for a grass-roots campaign in station operation. He maintained that "creators of radio commercials aren't spending enough time listening to what their competition (is) doing," while "timebuyers, in most instances, aren't oriented on the mechanics of station operation."

He felt that if the creators and placers of radio commercials would only "be exposed to even a limited one-week indoctrination in local radio stations," advertisers would benefit from "increased effectiveness" of the commercial itself and its position.

"Too often," he went on, "advertisers have a great commercial going to the wrong audience because of poor timebuying or a smart timebuy with a weak sales message." He did not propose "copying" commercials; "to the contrary, I'm saying do more radio listening so that you can be more creative than others—to avoid the pitfall of using the same idea or approach that someone else has simply because you 'haven't heard it.'"

Mr. Sweeney, in South Bend, took "personal responsibility" for the current recession. He apologized for not doing as much buying as he should, but "no one has asked me." Mr. Sweeney said, "there are $3 billion in savings that can't be unlocked by advertising alone. Not by $10 billion worth of advertising or $20 billion worth —unless this advertising is accompanied by personal salesmanship. A lot of people aren't buying simply because no one has asked them to buy."

Only radio, he felt, could do the job of "asking." The RAB head described the current market as "an everyone market—everyone can buy." But the market also "is one of exploding selling costs—an advertiser must spend 10% a year more for sales and advertising just to stay even—and it's a market where advertising's effectiveness is reduced because there's so much of it."

Radio's costs are decreasing as its audience—especially in the rapidly-growing suburbs—is on the increase; its voice is "trusted" and it reaches "everyone."

Last week Mr. Sweeney also spoke at the Phoenix Ad Club, while Mr. Hardesty addressed the Ad Club of Peoria, Ill., and the Fifth District Conference of the Advertising Federation of America in Mansfield, Ohio.

### N. C. Broadcasters Meet May 15-16

The North Carolina Assn. of Broadcasters will hold its annual convention next Thurs-

day-Friday at the Mid Pines Club, Southern Pines.

Thad Brown, tv vice president, NAB, is the banquet speaker Thursday, and Brigadier General William M. Gross, chief of staff, Tactical Air Command, USAF, Langley Field, Va., will speak at the Friday luncheon. Don Dumont of J. Walter Thompson will speak on "Sales," and a panel consisting of Bill Currie, WRAL Raleigh; Tom Harrell, WSTP Salisbury; Lee Hodges, WCPS Tarboro, and Dallas Mackey, WEYE Sanford, will discuss "My Major Sales Problem."

### Governor to Address Meeting Of Kansas Radio Broadcasters

Kansas Gov. George Docking will address the 1958 convention of the Kansas Assn. of Radio Broadcasters this month. The announcement was made by Thad M. Sandstrom of WIBW Topeka and Max Falkenstien of WREN Topeka, convention committeemen. The governor will be heard over a statewide network on opening day of the day-and-a-half meeting May 24-25 at the Jayhawk Hotel, Topeka.

Other features of the Saturday agenda: talks by presidents of nearby state broadcaster associations; committee reports; speech by Southwestern Bell Telephone Co. representative; address, "My Department Store Likes Radio," by Ben Jumper, sales promotion manager, Buck's Inc., Wichita; panel session on "My Best Sales Idea," Paul Buenning of KARE Atchison, Robert L. Pratt of KGGF Coffeyville and Ray Jensen of KSAL Salina; open forum; election of officers; cocktail party hosted by Topeka stations WIBW, WREN, KJAY and KTOP, and buffet following.

On Sunday morning Kansas radiomen will hear representatives of both sides of "The Right to Work Issue," Howard Bell, NAB assistant to the president in charge of special affairs, and a panel on "Shall We Editorialize" made up of Jim Monroe of KCMO Kansas City, Robert Wells of KIUL Garden City and Arden Booth of KLWN Lawrence.

Grover Cobb, vice president-general manager of KVGB Great Bend, Kan., is president of the Kansas Assn.

### Iowa AP Group to Meet May 22

The Iowa AP Radio & Television News Assn. has announced its annual meeting for May 22 at Iowa State U. in the Iowa Memorial Union building. The AP session will be held in conjunction with the Iowa Broadcasters Assn. convention. Dean Naven, program director of KMA Shenandoah and president of the news group, will introduce an agenda featuring elections and discussion of expansion of state AP services.

### Kentuckians to Hold Spring Meet

The spring meeting of the Kentucky Broadcasters Assn. will be held May 28-29 at the Sheraton-Seelbach Hotel in Louisville.

Guest speaker at the first day's luncheon is Harry Renfro, radio-tv director, D'Arcy Adv., St. Louis. Representatives of Louisville's ad agencies are invited to this occasion. Gordon McLendon, president of McLendon Stations also is slated to speak.


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HAS MORE VIEWERS IN THE KNOXVILLE, TENNESSEE MARKET THAN ALL OTHER STATIONS COMBINED!

FIRST in NOV. 1956 (PULSE)

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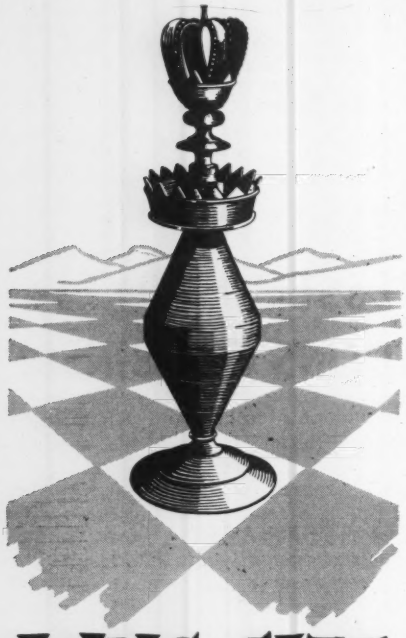

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**KING-SIZE in COVERAGE** — KOA-Radio blankets 302 counties in 12 states, reaches *and sells* over 3½ million westerners.

**KING-SIZE in POWER** — KOA-Radio speaks to these Westerners with the 50,000 Watt voice they understand and have trusted for over 33 years.

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**KING-SIZE in VALUE** — KOA-Radio delivers more for your money, day and night, seven days a week. It's your best buy in the RICH WESTERN MARKET.

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B-5/58

KOA DENVER Radio

One of America's *great* radio stations

NBC 50,000 WATTS • 850 Kc



## Set Owners Tune in Tv With a Capable Touch

Don't underestimate the capabilities of the tv viewer. He not only can tune in the best picture obtainable, but he knows when he's getting a poor picture.

That was the sentiment expressed by William L. Hughes, Iowa State College, Ames, Iowa, in a paper presented at the meeting of the American Institute of Electrical Engineering and Institute of Radio Engineers in Washington, D. C.

Mr. Hughes is chairman of a committee of Panel Three of the Television Allocations Study Organization. Panel Three is charged with correlating field strength and picture quality for uhf and vhf tv service throughout the country.

Mr. Hughes had nothing but praise for the average tv set owner.

"The ability of the receiver owner to get optimum performance from his receiver was much higher than most of the survey participants expected," Mr. Hughes said. There were exceptions, he added, but in three-fourths of the cases the engineers agreed they couldn't have done a better job. This ability to fine-tune a tv receiver, the Iowa State professor explained, increased with distance from the transmitter and seemed equally true for uhf as well as vhf signals.

And, Mr. Hughes continued, the householders' rating of picture quality was seldom significantly different from that of the engineer, accustomed to watching a high quality monitor in the studio.

"A householder may watch a lousy picture," Mr. Hughes declared, "because it is all that is obtainable, but never think for a moment that he or she is not aware of the fact that the picture is lousy."

Based on initial studies of field surveys made for TASO by the Assn. of Maximum Service Telecasters, CBS and the FCC, Mr. Hughes said that these "interesting" observations may be made:

• Multipath problems in both uhf and vhf "are not as serious as one might think." Viewers living in areas subject to multipath problems apparently go to great lengths to get good pictures.

• The quality of antenna installations varies from town to town rather than from house to house. Degradation of receivers for age was felt to be more important in picture quality than aging of antennas.

• In areas of adequate signal strength, rough terrain causes less difficulty than was expected. This is probably due to the fact that servicemen in such locations learn to probe for optimum signal. There is more variability in uhf than in vhf in these circumstances.

• Seasonal variations in both uhf and vhf picture quality do occur, but they are not unduly severe.

• Effects of weather conditions cause greater variations in picture quality than seasonal variations. This was true of both uhf and vhf.

• The competence of servicemen varies from community to community and from area to area in a single community. "There were disturbing cases where serviceman incompetence was obviously costing the householder unnecessarily." More variation was noted, however, in receiver performance due to misalignment and related problems than in improper antenna installations.

Mr. Hughes explained that during the field strength surveys—in Albany-Schenectady-Troy, N. Y.; Baton Rouge, La.; Madison, Wis.; Fresno and Bakersfield, Calif.; Columbia, S. C., and the Connecticut River Valley in New England—two engineers, each representing a vhf and a uhf station, visited homeowners to check picture quality and correlate their findings with the tv set owner's analysis.

"It was never necessary to restrain a man from boosting his own station," Mr. Hughes said, "but on occasion it was necessary to insist that each man make his rating as objectively as possible and not lean over backwards in favor of the other station."

Mr. Hughes also described a November 1957 survey made by Iowa State on variations in picture-to-sound power on Des Moines vhf television outlets.

The communications panel also heard P. F. Crabill Jr., Chesapeake & Potomac Telephone Co., on tv coverage of the Presidential Inauguration and Harry Fine, FCC, on the TASO field strength measurement and analysis program. Members also visited the new WRC-TV Washington transmitter and studio facilities. Cyril M. Braum, Joint Counsel on Educational Tv, was moderator.

## NAB Unveils 'Learn and Live'; Material Ready for Station Use

NAB's "Learn—and Live" campaign, designed to stimulate greater development and use of the "national brain power" in the space age—was unveiled to the NAB convention April 30.

It is based on radio and tv spot announcements aimed at encouraging the quest for knowledge at all age and social levels. NAB will distribute basic materials and also provide literature and other data for use by stations in developing local interest and participation.

John Outler, retired general manager of WSB-TV Atlanta, stressed the importance of the campaign to make "more and better use of our national brain power." Donald N. Martin, assistant to the NAB president, told how the campaign will work.

President Eisenhower sent a telegram calling the drive a "fine public service." Hundreds of other national business, educational, political and religious leaders also have endorsed the drive, NAB reported.

## ARF to Meet Twice in Fall

The Advertising Research Foundation announced that it will hold two meetings this fall, with the fourth annual conference scheduled for the Waldorf-Astoria Hotel in New York on Oct. 2 and the annual subscribers' meeting on Dec. 11 at a location still to be selected. The conference will deal with the broad aspects of "Measuring the Effectiveness of Advertising."

## WJZ-TV's McBee Elected Head Of Chesapeake AP Broadcasters

Keith McBee, news director of WJZ-TV Baltimore, was elected president of the Chesapeake AP Broadcasters Assn. at the group's annual meeting in Baltimore May 2. He replaces Lou Corbin of WFBR Baltimore. Howard Streeter of WFBR was elected vice president.

Area stations cited for consistently sharing news were WJZ-TV, WFBR, WBAL and WCAO, all Baltimore; WWDC Washington; WGAY Silver Spring, Md.; WBOC Salisbury, Md.; WCEM Cambridge, Md.; WASA Havre de Grace, Md.; WFMD Frederick, Md., and WJWL Georgetown, Del.

Howard T. Orville, who headed the President's Advisory Committee on Weather Control, addressed the Chesapeake AP Broadcasters luncheon on peacetime uses of earth satellites. A conference panel featured Glenn Leonard, WCEM; Bud Bowers, WGAY; John Lewis, WBAL; David Von Sothen, WRC Washington, and Joe Phipps, WWDC.

The Chesapeake group includes more than 30 stations in Maryland, Washington, D. C., and nearby Virginia, West Virginia and Delaware.

## Conn. Broadcasters Meet May 23

The Connecticut Broadcasters Assn. annual meeting will be held Friday, May 23, at the Waverly Inn, Cheshire, Conn., with Rep. Oren Harris (D-Ark.), chairman of the House Commerce Legislative Oversight Subcommittee, as featured speaker. An earlier story incorrectly gave the meeting date as May 3. Sig Mickelson, CBS-TV vice president in charge of news and public affairs, and Robert M. Gray, manager of the advertising and sales promotion division of Esso Standard Oil Co., also will speak. CBA President Charles Bell, manager of WHAY New Britain, will preside.

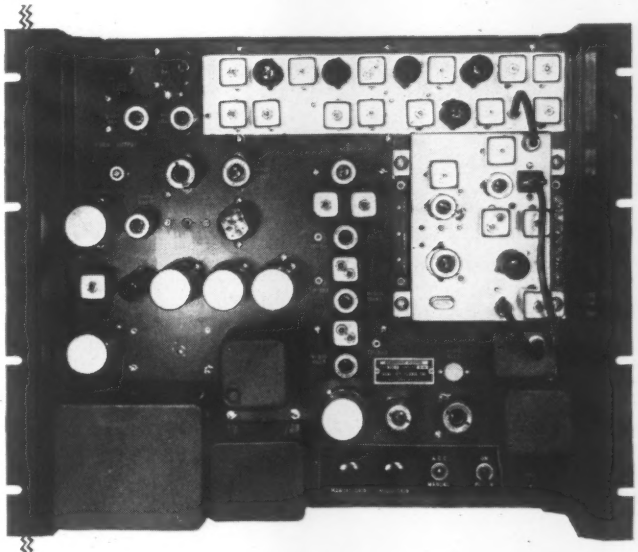
## Fm Listening Survey Discussed

Plans for an all-industry survey of fm listening in Southern California were discussed at a recent meeting of the organization committee of the Fm Broadcasters Assn. of Southern California. The group, which has received its charter from the state of California as a non-profit corporation, also discussed by-laws, which will be prepared by Saul Levine, counsel for the group, for submission to the full membership.

## RAB Releases Co-Op Data

Data on 100 co-op plans, supplied regularly by Radio Advertising Bureau to keep members informed on precisely what co-op ad money is available to local retailers, have been released by RAB. "About half of all co-op advertising funds go unspent, RAB President Kevin B. Sweeney said, "simply because retailers don't know the money is available to them." Co-op plans offered by manufacturers in the following categories are supplied in the new 100-plan release: apparel, appliances, automotive, drugs and toiletries, grocery, heat-light-plumbing, home furnishings, paint-hardware-building and radio-tv-phonographs.


# NEMS • CLARKE Type TRC-1 TV Color Rebroadcast Receiver



The Nems-Clarke Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality.

The mechanical construction of the receiver is the same as that normally used in transmitter input equipment. Bathtub construction provides maximum accessibility to all tubes and controls, the other components being readily accessible on the rear of the chassis.

Three outputs are provided by the receiver—video, audio, and stripped-sync. The video signal is available at the normal level and polarity provided by a network interconnection. The signal provided is exceptionally clean and every effort has been made to minimize impulse noise. The R.F. section of the receiver is a separate crystal-controlled, plug-in unit. Where it is desirable, the station can obtain a separate R.F. unit for each channel to be received. The changeover from one channel to another can be accomplished during a station break with minimum interruption. By providing individual R.F. units for each channel, each R.F. unit can be aligned to give maximum performance for its particular channel without the compromises inevitable in a switching-type device.

The sound channel is separate from the video channel so that in case of failure of the video transmitter the sound is not lost.

NEMS • CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
FOR FURTHER INFORMATION WRITE DEPT. 84

## Marketing Workshop Plans Set

Marketing workshop program of the New York chapter of the American Marketing Assn. today (Monday) will feature a panel on "How to Allocate Your Media Budget" with Dr. E. L. Deckinger, vice president in charge of media strategy, Grey Adv., as moderator. Panel members include: Paul E. J. Gerhold, vice president, Foote, Cone & Belding; William E. Matthews, vice president, Young & Rubicam; Frank B. Kemp, vice president, Compton Adv. Meeting will be held at the Brass Rail, Park Ave. and 40th St., New York.

## Catholic Media Committee Meets

A two-day discussion of religious programming and censorship issues was held in New York by Roman Catholic clergymen who are radio-tv directors from 51 dioceses across the country. The meeting, held under the auspices of the newly-formed Episcopal Committee for Motion Pictures, Radio and Television, was largely exploratory in nature. Several speakers made the suggestion that a mutual exchange of ideas between diocesan directors and radio-tv industry leaders will lead to more effective religious programming. Continuity directors of ABC-TV, NBC-TV and CBS-TV participated in a panel discussion, presenting their views on censorship problems.


a hit and
a spectacular
near-miss
*in Washington, D. C.*

**wmal-tv** abc

is the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings

we would have been in first place during the times when all four stations were competing except for two "one-time spectaculars."

**SHARE OF AUDIENCE**

| | noon to 10 p.m. Monday-Friday | when all 4 stations compete Sunday-Saturday |
|---|---|---|
| WMAL-TV | 33.0% | 29.8% |
| Station 2 | 31.1% | 31.8% |
| Station 3 | 23.5% | 27.1% |
| Station 4 | 11.7% | 11.3% |

ARB/March 8-14, 1958

*represented by H-R Television, Inc.*




# Annual IERT Meet Opens in Columbus

Annual Ohio State U. Institute for Education by Radio-Television opens today (Monday) in Columbus, Ohio. Quincy Howe, ABC news analyst, will discuss "Is There a Future for Public Service Broadcasting in This Country?" in a major address tomorrow (Tuesday) at the Deshler-Hilton Hotel meeting site. His talk will be based on the Bill Costello Report of the Assn. of Radio-Tv News Analysts, which he heads as president.

In addition, Mr. Howe will act as moderator of a round-table discussion following his talk. Those taking part in the round-table include George D. Crothers, director of public service programs for CBS; Franklin Dunham, chief, radio and tv, U. S. Office of Education, and E. Arthur Hungerford Jr., director of operations, Metropolitan Educational Television Assn., New York.

Clinics on specialized broadcasting areas are scheduled for the four-day meet and include one tomorrow on adult education broadcasting. This clinic will be presided over by Gregor Ziemer, chairman of the Council of National Organizations of the Adult Education Assn. and public education director, American Foundation for the Blind.

## WCET (TV) Schedules Workshops

Non-commercial, educational station WCET (TV) Cincinnati has invited 21 tv stations in a four-state area to send representatives to two workshops on lighting and directing at WCET studios May 17 and May 24. Greg Harney, CBS lighting director, and Alan Beaumont, producer-director of network shows, will conduct the six-hour sessions, answering questions and demonstrating techniques. The workshops are sponsored by the Educational Tv & Radio Center, Ann Arbor, Mich.

## 7:15 A.M. CLASSES AT WTOP-TV

The first experiment in "practical" education on live television in Washington, D. C., is offering a business subject, shorthand. WTOP-TV Washington and the D. C. Public Schools have found that more than 700 students mean business, to the extent of getting up Saturdays for a 7:15 a.m. class and paying $12.50 for registration and materials, this in a city of Monday-Friday federal workers.

*Classroom 9: Shorthand* is set up in three progressive stages, each to take 18 lessons. At the end of each stage, students will take examinations and those who pass will get certificates of proficiency from the D. C. Board of Education.

Julia Colvin is teaching the introductory phase of the tv shorthand course. Vic Hirsh is director for WTOP-TV.

When WTOP-TV offered facilities to the school system for a series, Thomas B. Jones, director of programs for the station, met with Dr. Carl Hansen, acting school superintendent, and his assistant, Francis A. Gregory. After examining other educational tv projects, they decided on a "practical" course for Washington, with shorthand their first choice to launch the series. Day and night classes in this subject are filled to capacity every year, Mr. Gregory said, while at the same time government and business are continually seeking more people trained in shorthand.

*Classroom 9*, with 725 students attending and room for more, is setting out to fill this need. Station officials have expressed a hope to expand or continue the series to other practical fields of education after the shorthand course, begun last month, is well underway.

**HOW** *to say it in shorthand is the preoccupation of (l to r) Julia Colvin, instructor in the new D. C. Public Schools series on WTOP-TV Washington; George F. Hartford, vice president and general manager of WTOP-TV; Dr. Albert DeMond of the public schools business education department and chairman of the committee which set up the tv course, and Dr. O. Glenn Stahl, director of the bureau of programs and standards, U. S. Civil Service Commission, Washington's largest employer.*

## 12 Winners Announced For 1958 Sloan Awards

Twelve radio and television stations and advertisers were presented Alfred P. Sloan Awards, for public service in the highway safety field, at the tenth annual award dinner, in the Waldorf-Astoria, New York, last Tuesday. Bronze plaques, presented by Mr. Sloan, president of the Alfred P. Sloan Foundation and former chairman of General Motors Corp., were given to:

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Aluminum Co. of America, Pittsburgh; Metropolitan Life Insurance Co., New York; Allis-Chalmers Mfg. Co., Milwaukee, Wis.; MFA Mutual Insurance Co., Columbia, Mo.; Schneider Oil Co., Salem, Va.; Canadian Broadcasting Corp., Toronto; WNHC New Haven, Conn.; KYW Cleveland; WNYC New York; WBNS-TV Columbus, Ohio, and WCET (TV), educational station in Cincinnati.

Sloan Award winners were among recipients of National Safety Council 1957 public interest awards presented last month [AWARDS, April 14]. All winners of NSC awards in April immediately became eligible for the Sloan citations.

Ned H. Dearborn, president, National Safety Council, was chairman of the judges for the Sloan awards. Other judges were Kenneth G. Bartlett, vice president and dean of public affairs, Syracuse U.; Frank C. Turner, deputy commissioner and chief engineer, U. S. Bureau of Public Roads; Mrs. Stephen J. Nicholas, executive director, General Federation of Women's Clubs, and William S. Lampe, editorial assistant to the president, Hearst Newspapers.

Harold E. Fellows, president of the NAB, and Walter F. Carey, chairman of the board of directors of the National Safety Council, were speakers, with Mr. Sloan, at the dinner.

### Hoefer Announces Opening Of Western Ad Competition

Opening of the 1958 All-Western Advertising Craft Competition has been announced by John Hoefer, president of the Advertising Assn. of the West.

The radio portion of eight separate media sections is sponsored by the radio industry of the West and the Vancouver Advertising and Sales Bureau. Sponsors of the television competition are Television Bureau of Advertising and the Hollywood Advertising Club.

The All-Western awards, now in their 10th year, offer trophies and cash for advertising in the 11 western states, Alaska, Hawaii and British Columbia. Robert E. Mangan, vice president of BBDO, San Francisco, is general chairman. Winning entries will be announced and displayed at the 1958 AAW Convention in Vancouver, B. C., June 22-25. Information is available at local advertising clubs or from the AAW, 425 Bush St., San Francisco 8. Deadline is May 30.

# *They Asked For It . . .*

This kind of rugged training isn't something these young men were forced into. They asked for it—and are paying hard cash for the privilege!

They are Seventh-day Adventist youth, members of the church's Medical Cadet Corps. The corps prepares draft-age Adventist men to move quickly into medical duty when tapped for military service. Approved by the U.S. Army, a course will be held June 3-17 at Grand Ledge, Michigan, near Lansing.

Although listed as "conscientious objectors," Adventist men object only to the bearing of arms. They willingly enter the armed forces when called and believe that as medics they can best serve their country while maintaining religious convictions. Many have won high awards for bravery in this line of duty. Of course, there are also Adventist physicians, nurses, technicians, and chaplains.

The armed forces of many countries provide for the convictions of Adventist men in the bearing of arms and in the observance of the seventh-day as the Christian Sabbath. Occasional misunderstandings arise but these are rare exceptions in a long record of good relationships.

In appreciation for this consideration, Adventist men believe that, as Christians, they are doing no more than their duty in preparing themselves for more competent national service.

That's why you will find them going through their tough paces next month at Grand Ledge.

*For a comprehensive statement of Seventh-day Adventists principles of noncombatancy and a record of the church's national service program, military and civilian, write:*

**Seventh-day Adventist Information Services**

★

WORLD HEADQUARTERS:
Washington 12, D. C.
RAndolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
JUdson 6-2336 • Helen F. Smith

BROADCASTER'S FIRST CHOICE

GATES

*Leader in Creative Engineering*

## National, State Awards Made At Oklahoma AP Radio Meeting

Two Oklahoma stations took national awards at the annual meeting of the Oklahoma AP Radio Broadcasters Assn. last month at Western Hills Lodge in Sequoyah State Park. State awards and election of officers were main items on the agenda.

KAKC Tulsa (Bud Curry, news director) was singled out as the top news-contributing station in the nation. KRMG Tulsa (Glen Condon, news director) came in third in the country for total stories supplied the AP in 1957.

Jim Naughton, former news director of KCCO Lawton, accepted the plaque for best state news contributor from a small market station. Mr. Naughton now is an AP staff member in Tulsa. WKY Oklahoma City (Bob Gamble, news director) took the plaque for outstanding coverage of the Oklahoma blizzard in the spring of 1957. Wilbur Martin, Oklahoma AP bureau chief, made the awards.

Ben DeKinder of KWCO Chickasha was elected president of the association, succeeding Mr. Gamble of WKY. Jack Morris, news director of KTUL-TV Tulsa, was named vice president.

**WINNERS** *of Oklahoma state and national AP awards (l to r): Bob Gamble, news director, WKY Oklahoma City, cited for outstanding blizzard coverage; Bud Curry, news director, KAKC Tulsa, first place nationally for AP news contributions; Dick Schmitz, KAKC, first in Oklahoma for news contributions; Glenn Condon, news director, KRMG Tulsa, placing third in the country for news contributions, and Jim Naughton, former news director of KCCO Lawton, Okla., first in state small market stations for news contributions.*

## OPC Gives Broadcasting Awards

The Overseas Press Club, New York, at its 19th annual awards dinner gave the top broadcasting award to "Algeria Aflame," a CBS-TV special program, and to CBS Cairo correspondent Frank Kearns and Egyptian cameraman Youssef Masraff. Citations were given ABC's John Daly, CBS's Howard K. Smith and NBC's Chet Huntley for "best radio-tv interpretation of foreign affairs" and to CBS's Daniel K. Schorr and NBC's Welles Hangen for radio-tv reporting from abroad. CBS's David Schoenbrun was given a special award for *As France Goes*, judged "best book on foreign affairs in 1957."

## KMTV (TV), KFAB Top Winners In Omaha Gold Frame Awards

KMTV (TV) and KFAB, both Omaha, took the top number of honors in competition for this year's Gold Frame awards of the Omaha Area Radio-Television Council, earning respectively five and three show citations. The council, composed of 38 civic organizations and 10 radio and tv stations, annually selects the best shows in nine categories. This year they went to:

Children's or youth programs—WOW-TV, *Teen Topics;* KSWI (Council Bluffs, Iowa), *Gypsy Caravan.* Classical music—KBON, *Pops Matinee;* KOOO, *Sunday Concert Hall.* Educational—KMTV, *Tv Classroom;* WOW, *The Nebraska Story.* General news—KMTV, *All the News;* WOW, *Four Bell News.* Non-classical music—KFAB, *The Morning Watch.*

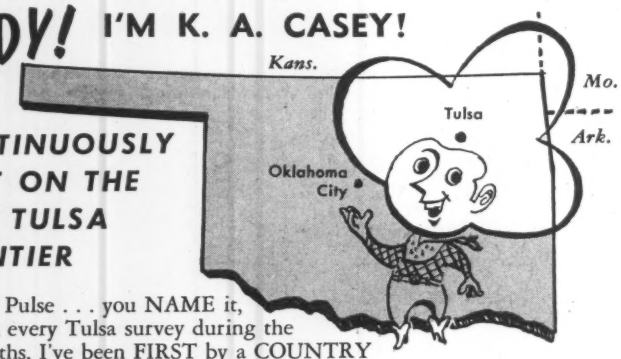
Special programs or series—WOW-TV, *This Is Alcoholism;* KFAB, *KFAB Editorial Voice;* WOW, *WOW Farm Hour.* Sports—KMTV, *Omaha Cardinal Baseball.* Religious—KMTV, *Adventures in Life;* KBON, *Church in the News.* Special commendation—KETV (TV), *Satellite Survey;* KMTV, *Conversations;* KFAB, *Who's Delinquent?;* KOOO, European folk music on Sundays.

The Gold Frame citations were made April 24 at a banquet attended by more than 100. Special guest Al Sorenson, president of the Omaha City Council, discussed "Public Service Contributions of Radio and Television."

## Ayers, Vicas Get Hillman Awards

Theodore Ayers, CBS-TV producer, will receive the $500 television award of the annual Sidney Hillman Foundation Awards to be presented in Atlantic City Wednesday. Mr. Ayers will be cited for the network's *Face the Nation* interview with Premier


HOWDY! I'M K. A. CASEY!




CONTINUOUSLY FIRST ON THE RICH TULSA FRONTIER

Hooper . . . Pulse . . . you NAME it, pardner! In every Tulsa survey during the last 18 months, I've been FIRST by a COUNTRY MILE! Match THIS with my reasonable RATES . . . and you get a cost-per-thousand so far below any OTHER Tulsa station that it's almost like hoss-stealin' to buy me.

*Hey, and see that big HAT I'm wearing? Ahem! That's my big .5 mv Primary Coverage Pattern in the rich Tulsa Trade Area.*

Come on! Get ACQUAINTED with me . . . and you'll get acquainted with SELLING POWER, the likes of which you've never seen BEFORE.

THE NO. 1 NEWS STATION IN THE NATION*

the new KAKC

TULSA'S 24-HOUR MUSIC & NEWS STATION — 970 KC

Robert J. Hoth, V.P. & Gen. Mgr., American Airlines Bldg. Tulsa LU 7-2401 TWX: TU99

Rep.: Weed Radio Corporation

*Winner of coveted A. P. Award for best news coverage of all A. P. radio and tv stations for 1957

Nikita Khrushchev of the Soviet Union. George A. Vicas, producer, CBS Radio, will receive the $500 radio award for his *Radio Beat* program which featured debates between American and Soviet scientists and educators. Last year no awards were given in radio and television.

## L.A. Adwomen Present Lulu Awards

Le Ora Thompson, head of Le Ora Thompson Assoc., Los Angeles, won the first Lulu awards for tv commercials in both black-and-white and color categories, it was announced last Sunday at the awards luncheon of the Assn. of Los Angeles Advertising Women. Actress Shelley Winters presented Miss Thompson with golden Lulu trophies for her video commercials for De Soto (monochrome, used on the *Groucho Marx Show*) and DuPont (color, used on *DuPont Show of the Month*). Fran Harris Tuchman, Harris-Tuchman Productions, Los Angeles, won the second award in the black-and-white tv class for her commercial for Sebb shampoo. The annual achievement awards competition (this is the 12th) are conducted in honor of Miss Frances Holmes, who in 1909 opened an advertising agency in Los Angeles, first woman in the nation to have her own agency.

### AWARDS SHORTS

**Fulton Lewis Jr.,** MBS commentator, has received annual award from American Jewish League Against Communism, "for his fearless, crusading Americanism."

**Samuel Chotzinoff,** producer of NBC Opera Co., has received Page One Award of Newspaper Guild of New York. Program was cited "for its efforts in presenting new works to the American public and offering the finest in established operas in clear English versions." Merit citations were given NBC-TV's *Omnibus* and **David Susskind** for "outstanding contributions" to tv industry.

**William Dempsey,** program manager, KPIX San Francisco, given Westinghouse Broadcasting Co.'s "Lamp of Knowledge" award for his supervision and direction of *Decision or Dilemma*, *This is San Quentin*, and several other special programs.

**Howard A. Chinn,** chief engineer, CBS-TV New York, named fellow of American Institute of Electrical Engineers "for his contributions to the development of measuring and monitoring equipment in the audio and video broadcasting field." **Joseph B. Epperson,** vice president in charge of engineering for Scripps-Howard Radio Inc., Cleveland, also named fellow "for achievement in the broadcasting field."

**Dale Wolters,** assistant chief engineer for WOOD Grand Rapids, Mich., received "Cosmo G. Calkins Award" at annual convention of Michigan Amateur Radio Assn. for his "outstanding achievement in amateur radio" and his communications work with Red Cross and Civil Defense

**Johnny Grant,** d.j. at KMPC Los Angeles, has received Medallion Award of Los Angeles area USO Council for his "contribution to the morale and welfare of servicemen and women." Mr. Grant has made 11 trips to Orient, two to Europe and Alaska and one to Caribbean, plus nearly 1,000 stateside visits to camps, hospitals, etc., to entertain military personnel.

**Larry Williams,** writer-producer, received first Special Recognition Award for best television manuscript from California Tuberculosis & Health Assn. for his production *House Call* on KPIX-TV San Francisco.

**Dorothy Fuller,** WBET Brockton, Mass., commended by City Council for "outstanding community service" in resolution introduced by Mayor Wilfred Derosier.

**Joe Gamble,** chief engineer, WRBL-AM-FM-TV Columbus, Ga., has been named "Outstanding Engineer of 1957" by Columbus chapter of Georgia Engineering Society. Award, known as "Joe Gamble Trophy," was received for "outstanding effort and service to his fellow engineers" and will be presented each year to local engineer.

**Dr. Harold S. Black,** research engineer, Bell Telephone Labs, awarded 1957 Lamme Gold Medal by American Institute of Electrical Engineers.

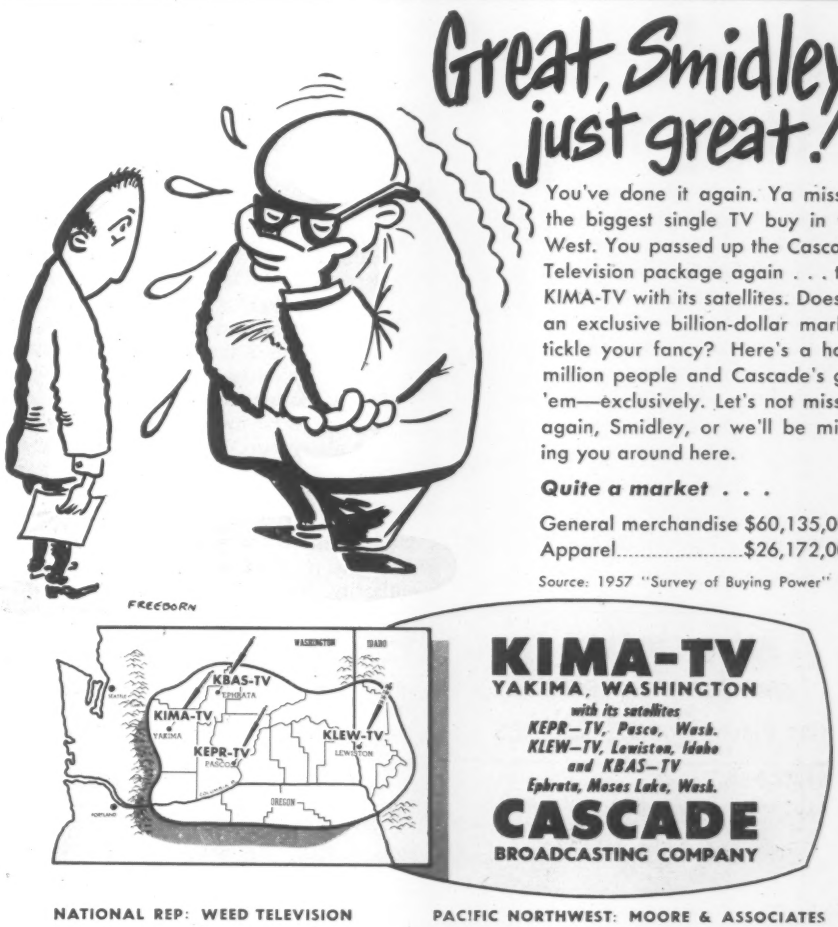
**Reginald Rose,** tv playright who adapted his own *Studio One* teleplay, "Twelve Angry Men," for Orion-Nova/United Artists film version, cited along with co-producer **Henry Fonda** by Mystery Writers of America. Coveted "Edgar" award citation found "Twelve Angry Men" to be "the best mystery and suspense motion picture of the year." **Jay McMullen,** CBS Radio producer-director-writer, *Chronicle of Terror: The Galindez-Murphy Case*, won Edgar award for "best radio-tv suspense drama."

**WCBS-TV New York, NBC** and *Tv Guide* were cited May 1 for best publicity-promotion work during 1957 by American Public Relations Assn. WCBS-TV publicity director **Robert A. Fuller** won Silver Anvil, highest award, for drumbeating on *Sunrise Semester*, etv program, with Prof. Floyd Zulli Jr; NBC cited for its letters-to-radio-tv-editors by network president Robert W. Sarnoff, and Triangle Publications *(Tv Guide)*, special citation for promotion work done on behalf of etv in Hagerstown, Md.

**WWJ-TV Detroit** received "Distinguished Health Service Award" at special Michigan Clinical Institute testimonial luncheon for its live colorcast of heart surgery at Grace Hospital, that city, in 1957.

**KWTV (TV) Oklahoma City, Okla.,** cited by U. S. Marine Corps Commandant for "cooperation and assistance in maintaining and furthering interest in the achievements of the U. S. Marine Corps."

**WHTN-TV Huntington-Charleston, W. Va.,** awarded "Certificate of Merit" by American Heart Assn. for "outstanding service in advancing the heart program and stimulating



Great, Smidley just great!
You've done it again. Ya missed the biggest single TV buy in the West. You passed up the Cascade Television package again . . . this KIMA-TV with its satellites. Doesn't an exclusive billion-dollar market tickle your fancy? Here's a half-million people and Cascade's got 'em—exclusively. Let's not miss it again, Smidley, or we'll be missing you around here.
Quite a market . . .
General merchandise $60,135,000
Apparel.....$26,172,000
Source: 1957 "Survey of Buying Power"
FREEBORN
WASHINGTON
IDAHO
KBAS-TV
YAKIMA
KIMA-TV
KEPR-TV
PASCO
KLEW-TV
LEWISTON
OREGON
KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY
NATIONAL REP: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

WSLS · TV
*a subliminal ad*
ROANOKE, VA.
*we have*
WSLS · TV
*the largest share*
ROANOKE, VA.
*of audience*
WSLS · TV
*by the latest*
ROANOKE, VA.
*ARB*
WSLS · TV
*Feb.-Mar. '58*
ROANOKE, VA.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

**NATIONAL** Recognition Award for Association Achievement was presented by the U. S. Chamber of Commerce to James D. Secrest (1), executive vice president of Electronic Industries Assn., during the chamber's recent annual convention. The award was presented by Phillip M. Talbott, chamber president, for EIA's pioneering in closed-circuit tv as an educational tool. EIA sponsors a Washington County, Md., experimental program involving 23 schools.

public support of the fight against heart disease."

**WQXR New York** has announced it will add $500 award to prizes for best chamber music composition submitted in 1957 student composers radio awards conducted annually by Broadcast Music Inc. and BMI Canada Ltd. Winning composition will be broadcast stereophonically this fall by WQXR String Quartet.

**WLWI (TV) Indianapolis** received "Outstanding Service Award" from that city's United Fund Campaign for its service through *The World of One*. Program was carried for 13 weeks during and after UF campaign.

**American Motors Corp.** cited NBC affiliates for their "exceptional ingenuity and resourcefulness in radio advertising" in connection with recent sales campaign on stations and NBC *Monitor*. Campaign reportedly resulted in 81% increase in sales this year over same period last year.

**Academy of Television Arts & Sciences** first Governors' Awards were presented to **Desi Arnaz,** president, Desilu Productions and **Maurice Morton,** vice president, McFadden Productions and president of Alliance of Television Film Producers. They received awards, gold medallions, from ATAS West Coast President Harry Ackerman for their "outstanding contribution to the television industry."

**Television Bureau of Advertising** has been cited by Lithographers National Assn. for design of its business stationery letterhead. TvB will win one of awards in Eighth Lithographic Awards competition officially announced at LNA's 53rd annual convention, April 28-May 1, in Phoenix, Ariz.

INTERNATIONAL

# CHANCE FOR U.S. TV IN IRELAND

There may be a chance for American television interests to build or provide capital for a commercial television system in Ireland.

Last week the Irish government invited U. S. telecasters to submit proposals for the establishment of commercial tv in Eire. The invitation implied that proposals for American construction and operation of one or more Irish stations would be considered.

The invitation was issued through the Irish embassy in Washington by a special television commission which the Irish government set up last March. It is the commission's job to recommend to the government the form tv should take in Eire.

Radio in Eire is operated by a state authority not unlike England's British Broadcasting Corp. and most of its revenue comes from receiver license fees. (Some 20% of Irish radio income is derived from commercial programming allowed only during daytime.) But the Irish government lacks the money to build or run a television system. It has instructed its special television commission to come up with recommendations for a system financed by private funds but operating under the control of a government television authority.

The government also wants to make sure that the programming of whatever system is established will "provide for the use of the Irish language [as well as English] and for the adequate reflection of the national outlook and culture."

There is now some television reception in parts of Eire from British stations in North Ireland and in England. An embassy official estimated last week that some 20,000 tv sets exist in the Dublin area. According to his calculations a tv station located in Dublin could cover a population of about 1 million.

The embassy official asked that U. S. proposals be submitted to the secretary of the Irish television commission, Hammam Buildings, 11 Upper O'Connell St., Dublin, Eire.

## Havana Color Outlet Operating

Havana now has an all-color tv station, operating 20 hours daily using film, including color film newscasts. It is on ch. 12 and atop the new Hilton Hotel. Headed by Gaspar Pumarejo, ch. 12 is identified with the founding of ch. 4 CMUR-TV there in October 1950, Pioneer Cuban monochrome tv outlet. The new color station began March 19, coincident with the Hilton opening, according to Communications Counselors Inc., New York, public relations subsidiary of McCann-Erickson, in a news release in behalf of its client, the National Plans Board of Cuba.

## CARTB Meet Focuses On Regional Networks

Establishment of regional radio and television networks by independent stations is due for discussion at business sessions of the annual meeting of the Canadian Assn. of Radio and Television Broadcasters. A number of resolutions will deal with the network situation. The four-day meeting opened yesterday (Sunday) at the Queen Elizabeth Hotel, Montreal.

Plans call for discussing the necessity of organizing co-operative networks for both radio and television and obtaining government permission to operate such networks. Reasons advanced for such networks include the promotion and development of Canadian talent and the creation of Canadian production centers by independent stations so as to shift the burden of cost to the broadcasting industry from the taxpayer, who now pays through government grants to the Canadian Broadcasting Corp.

The business sessions also will deal with furtherance of the movement to establish an independent regulatory body for telecommunications, especially broadcasting, and the opening of television to independent stations in major Canadian markets now reserved to the CBC. The latter recommendation was made by the recent Royal Commission on Broadcasting.

Resolutions up for consideration from regional Canadian association meetings include one from the British Columbia Assn. of Broadcasters on the question of establishing the principle of a fixed percentage rate for the performing right fees charged to broadcasters by the Canadian Assn. of Publishers, Authors and Composers. At present the rate is 1¾% of gross revenue of radio stations, with an increase to 2% now under consideration.

The Western Assn. of Broadcasters has asked the CARTB meeting to appoint a regional representative to attend business conventions to promote broadcasting.

### Atlantic Assn. Officers Named

Don Jamieson, general manager of CJON-AM-TV St. John's, Nfld., was elected president of the Atlantic Assn. of Broadcasters at the group's annual meeting at Amherst, N. S., April 22. Jack Lewis, manager of CKEN Kentville, N. S., was elected first vice president; Bob Large, manager of CFCY-AM-TV Charlottetown, P. E. I., second vice president, and Tom Tonner, the manager of CKCW-AM-TV Moncton, N. B., secretary-treasurer.

### Promotions During Rating Weeks Under Investigation by P&G Ltd.

Procter & Gamble Co. of Canada Ltd., Toronto, has notified the Bureau of Broadcast Measurement, that city, that it will ignore semiannual BBM rating reports for markets in which it is known that individual stations put on special promotions during survey weeks. In a letter to the BBM, J. A. MacDonald, media manager of Procter & Gamble of Canada, stated, "We feel very strongly that stations which actively try to distort audience habits during survey weeks are making a mockery of the only rating service largely owned by the stations themselves. Where we drop a market from our BBM report there is a strong possibility that our radio buying in that market will be reduced."

Investigations now are being made not only by P&G of Canada, but also by other major advertisers and BBM about special promotions put on by stations during the current survey period. Investigations have already shown that some promotions were done in the period in the metropolitan Winnipeg, Man., area, and this is one market which may be affected by the Procter & Gamble of Canada policy.

### CBC Seeks Central Headquarters

Canadian Broadcasting Corp. is negotiating with the civic authorities in Montreal for a location in downtown Montreal for a central CBC headquarters to provide some 1,300,000 square feet of floor space. CBC now occupies the old 12-story Ford Hotel on Dorchester St., opened about 1950, and at that time considered large enough for CBC's radio and tv activities in Montreal. Now CBC has space at various locations in the city and plans to consolidate all into one building for local radio and tv broadcasting, French-language networks, and engineering division for the entire system. If a site can be arranged it is expected construction of the multi-million dollar structure can start next year and will take about five years.

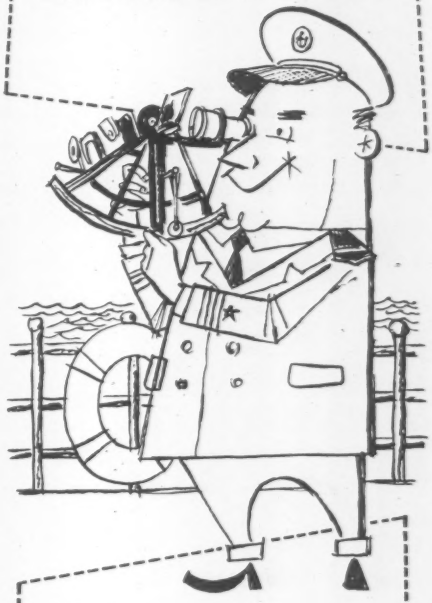
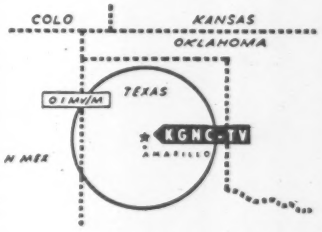
### INTERNATIONAL SHORTS

**Quebec Adv. Agency Ltd.,** Montreal, enfranchised by CARTB, has changed its name to Inter-Canada Quebec Adv. Agency Ltd.

**Emerson Radio Export Corp.,** subsidiary of Emerson Radio & Phonograph Corp. (Jersey City), has negotiated new licensing agreement with Emerson Do Brazil covering manufacture and distribution of Emerson products in Brazil. Company in Brazil maintains manufacturing plants in Rio de Janeiro and Bello Horizonte, with sales offices in principal cities in South America.

**Torobin Adv. Ltd.,** Westmount, Que., has

WHEN THEY SAY YOU'VE COMMITTED
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

use
CHANNEL 4-SIGHT

You don't have to know how to use a sextant to get your bearings. You're always headed in the right direction on the Golden Spread when you use Channel 4-Sight.
More than 100,000 TV sets in a vastly healthy and wealthy market.
Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground


KGNC-TV
CHANNEL 4
AMARILLO, TEXAS
CONTACT ANY KATZ MAN

been enfranchised by Canadian Assn. of Radio and Television Broadcasters.

**CKAC Montreal** has begun broadcasting from its new 50 kw transmitter on 730 kc at St. Joseph du Lac, 30 miles west of Montreal. Transmitter reportedly is first designed and manufactured in Canada by Canadian General Electric Co., Toronto, for sale to commercial broadcasting station.

**CHEX Peterborough, Ont.,** has begun operations with new 5 kw transmitter on new 980 kc frequency, moving from 1430 kc with 1 kw power.

**CJNR Blind River, Ont.,** has begun operations on 1 kw, 730 kc.

**National Assn. of Broadcasters in Japan** has announced partial publication in private edition of first American book on television to be translated into Japanese. Book is *Television Programming and Production* by Richard Hubbell of International News Service. Organization also reported that, as result of acclaim received by book by members of NAB in Japan, full Japanese translation for commercial market is in preparation with leading publisher.

**CJES-TV Escourt, Que.,** is call letter for uhf translator station on ch. 70, which will carry programs of **CJBR-TV Rimouski, Que.,** ch. 3 station.

**CJVC-TV Cleremont, Que.,** is call letter of ch. 75, which will carry programs of **CFCM-TV Quebec City** on ch. 4.

**France-Video,** French television network, has signed up for CBS Newsfilm. Cooperative arrangement with independent tv news of Great Britain makes it possible to supply service of world-wide coverage from London to Europe, North Africa and Middle East. France-Video will make Newsfilm available to Monaco and Algeria as well as throughout France.

**CHUC Cobourg-Port Hope, Ont.,** and **CKEK Cranbrook, B. C.,** have appointed Radio & Television Sales Inc., as exclusive representatives at Toronto and Montreal.

# PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

## ADVERTISERS & AGENCIES

◄ **Lewis F. Bonham, president of Bourjois Inc.,** joins Miles Labs May 15 as president of its newly-formed Home Products Div. New division will be responsible for marketing Miles proprietary products, including Alka-Seltzer, One-A-Day (Brand) vitamins, Bactine and other home remedies. He also will be vice president and member of board of directors at Miles Labs.

**Leonard S. Matthews,** vice president in charge of media department, Leo Burnett Co., and **Edward Thiele,** vice president, elected to board of directors of agency. **Henry Starr,** marketing supervisor, promoted to vice president.

**George Polk,** in charge ► of radio and television programming and planning for BBDO, New York, has been elected vice president. Mr. Polk joined BBDO in 1950 in media research and in 1954 he moved to radio-tv department as liaison with media section and then was put in charge of programming and planning for department.

**William J. Lyons,** director of radio and television for Dowd, Redfield & Johnstone, N. Y., appointed vice president of agency.

**Stanford Cohen,** formerly general manager of Memorial Super Markets, West Springfield, Conn., has been named to executive vice president of Mott's Super Markets, Hartford.

**William E. Sprague,** account executive, Ketchum, MacLeod & Grove, Pittsburgh, and **Vincent H. Drayne,** account assistant, promoted to account supervisor and account executive, respectively.

**Cecil K. (Mike) Carmichael,** account representative on Assn. of American Railroads with Benton & Bowles, N. Y., has been named account supervisor for AAR account.

**Adrian Bryan Courie,** group copy supervisor since 1956, Norman, Craig & Kummel, N. Y., appointed tv and radio copy supervisor for agency, reporting to creative directors.

**Jack Miller,** formerly account executive with Buchanan & Co. and D'Arcy Adv., joins Erwin Wasey, Ruthrauff & Ryan, L. A., as senior account executive.

**John R. Bassett,** advertising and merchandising director and national grocery products sales manager, Stahl-Meyer, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as account executive.

**Richard W. Epp,** assistant media director, D'Arcy Adv., Chicago, to Gardner Adv., that city, as chief timebuyer.

**Harlan Davis,** assistant radio-tv director, Product Services, N. Y., promoted to head of radio-tv; **Richard De Maio,** production assistant, to commercial film manager; **Patricia Curtice,** stylist, to casting director, and trainee **Robert Nussbaum** to traffic manager.

**I. Orrin Spellman,** vice president and general manager of Philadelphia office of Erwin Wasey, Ruthrauff & Ryan has been named assistant to president of agency. Mr. Spellman will be on executive assignment for eastern division of EWR&R, which includes New York, Philadelphia, Washington and Cincinnati offices. **Jere Patterson,** executive vice president of agency in charge of New York office has resigned to form his own company in international advertising field. **Horace D. Nalle,** EWR&R vice president in charge of account service in Philadelphia, has been named to succeed Mr. Spellman as general manager of office in that city.

**David Miller,** trainee, Hicks & Greist, N. Y., and **Arlene Hirsch,** radio-tv department, to radio-tv estimator and departmental traffic coordinator, respectively.

**James R. Ogilvie,** formerly associated with agencies in Dallas and Jackson, Miss., joins Clarke, Dunagan & Huffhines, Dallas, as art director.

**William Ewart,** formerly with Vaughan, Thain & Spencer, Chicago, joins McCann-Erickson, that city, creative staff. **John Hugunin,** formerly wth Campbell-Mithun, Minneapolis, joins McC-E Chicago staff as copyrighter.

**Arne N. Ramberg,** media buyer for W. B. Doner & Co., Baltimore, to N. W. Ayer & Son, Philadelphia media selection staff; **Sylvia Kaye,** formerly with radio-tv staff, BBDO, N. Y., has joined Ayer's media department as estimator.

**Doris Goldstein,** account executive, Alfred Davidson Assoc., public relations firm, to publicity department, Anderson & Cairns, N. Y.

## FILM

**Fred R. Frank Jr.,** with Gross-Krasne Miami sales force, has been appointed vice president of firm in charge of southern sales division. He will move to Atlanta, Ga., in

GERMANY

Another RADIO LUXEMBOURG 'First'

**You can now blanket the RICH RUHR & RHEINLAND PFALZ markets, where the local radio is unsponsored. Broadcasting, started July 1957, now is open for SPOT casting at from 15 D M. per sec. up . . . subject to usual R.L. deductions.**

**Coverage data on request**

350,000 WATTS 1493 Kc

**Limited to daytime 2-6 p.m. . . . so . . . Hurry!**

Guy Bolam
**American Sales & Servicing Agency** • **MU 5-1300**
**370 Lexington Ave., NY 17**

June to establish new office there, which will be company's southern sales headquarters.

**Eli Feldman,** sales manager and member of N. Y. "management team" at UPA Pictures Inc., has resigned to join Pelican Films, that city, as vice president of sales. N. Y. operations of UPA will be headed by **Jack Goodford** and **Chris Ishii.**

**Herbert H. Greenblatt,** formerly general sales manager for RKO Pictures, N. Y., appointed general sales manager of NTA Pictures Inc., N. Y., theatrical releasing subsidiary of National Telefilm Assoc.

**Leonard Bogdanoff,** formerly with Arthur Young & Co., (national public accounting firm), N. Y., to Bernard L. Schubert Inc. and Telestar Films Inc., that city, as controller.

**David V. Picker,** sales-promotion liaison representative at United Artists Corp., to executive assistant to **Max E. Youngstein,** UA vice president.

**Albert G. Hartigan,** account executive for ABC Film Syndication, named "Alumnus of the Year" by radio and television center of Syracuse U.

**Joseph J. Doyle,** managing director for division of Skouras Theatres, to Guild Films, N. Y., as booking supervisor.

## NETWORKS

**Robert D. Daubenspeck,** manager, research services, NBC radio network research, has been appointed manager of sales development and presentations for tv sales, central division. **Arthur J. Johnson,** NBC station sales representative, has been named manager of station sales, tv network sales.

**Cecil Brown,** formerly newscaster and commentator with ABC, will join NBC on June 1 as correspondent in Tokyo.

**Charles Marquis Warren,** producer-director and sometime writer of *Gunsmoke* during its first year, will produce *Rawhide,* hour-long Western series which will start on CBS-TV in fall. **Eric Fleming** and **Clint Eastwood** will be starred in series, to be directed by Mr. Warren and number of other top directors.

## STATIONS

**Jack De Mello,** with Vance Fawcett Assoc., Honolulu advertising agency, to KFOX Long Beach, Calif., as general manager. He succeeds **Ira Lauffer,** resigned.

◄ **Leon Lowenthal,** formerly vice president and general manager of Musicast Inc. (commercial broadcasting of background music) for past two years, and before that executive and buyer in retail record field, joins WKRC-FM Cincinnati, Ohio, as general manager.

**John L. Sinclair,** commercial manager, WCHS-TV Charleston, joins WSAZ-TV Huntington, both West Virginia, as its Charleston manager.

**Walter Bartlett,** formerly station salesman and general advertising manager of *Indianapolis Times,* joins WLWC (TV) Columbus, Ohio, as sales manager, succeeding **Gregory Lincoln,** who resigned to return to N. Y.

◄ **Joseph W. Evans Jr.,** national sales manager of K F J Z-T V Dallas-Fort Worth, to W V U E-T V Philadelphia as general sales manager.

**Bob Shriver,** announcer, KOA-TV Denver, named account executive, succeeding **Bill Lydle,** who has joined KZTV (TV) Corpus Christi, Tex., as sales manager.

**Roger S. Davison,** general manager, KLOU Lake Charles, to WAIL Baton Rouge, both Louisiana, as sales manager, succeeding **Owen Elliott.**

**Nancy Fentress,** formerly with WLOW Norfolk, joins WAVY Portsmouth as sales service manager. Other appointments: **Don Pressman,** announcer with WVEC-AM-TV Hampton, joins WAVY as all-night personality; **Bill Eure,** Portsmouth Chamber of Commerce assistant manager, to account executive; **William Dustin,** formerly assistant national sales manager, *Daily Press,* Newport News, joins WAVY-TV as account executive; **William Kelly,** formerly film editor for WRVA-TV Richmond, all Virginia, to WAVY-TV in similar capacity; **Joe Crabtree** joins WAVE-TV as assistant film editor, and **Van Cantfort,** announcer-director for WAVY, promoted to assistant program and production director.

**Dwight Wheller,** formerly with WAKR Akron, Ohio, joins WWTV (TV) Cadillac, Mich., as operations manager.

**Leonard Mosby,** production manager, WMBR-TV Jacksonville, Fla., named program manager, succeeding **Harry Kalkines,** who moves to sales staff as account executive. **Harry Richard,** station director, succeeds Mr. Mosby as production manager.

**Bob Barron** joins WHMS Charleston, W. Va., as program manager, succeeding **Harv Morgan,** resigned.

**Tony Graham,** host of his own show on WEEP Pittsburgh, takes on additional duties as production manager.

**William G. Rolley,** formerly assistant to president, Mutual, joins WCAU Philadelphia, as sales development director.

**Bill Greener,** KFMA Davenport, Iowa, joins WBEL Beloit, Wis., as program director.

**Lou Parker,** announcer, WWHG-AM-FM Hornell, and **Robert G. Woodel,** chief announcer with WSAY Rochester, both New York, named WWHG-AM-FM program director and news director, respectively.

**Dave MacNeill,** program director, WCRB-AM-FM Boston, to KCBH-FM Beverly Hills, Calif., as program director and host of nightly *Concerto from Coldwater Canyon.*

**David G. Lee,** director of advertising and promotion for WTCN-AM-TV Minneapolis-St. Paul, joins KMGM-TV there as director of news and public relations.


*In the Syracuse Market*

**WSYR's COVERAGE EQUALS THAT OF 3 MAJOR COMPETITORS***

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2, 3 and 4 combined!

That's probably because WSYR attracts the *adult, able-to-buy* audience by high quality programming in all major areas of entertainment and public service.

NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO.

5 KW • SYRACUSE, N. Y. • 570 KC

**UP AGAIN!**

*the coverage you get with*

**WHTN-TV**

**the SELLibrated station of the GOLDEN VALLEY...**

(Central Ohio)

**UP 117.5%** on Sunday, 6:00 to 10:00 p.m. in Charleston!

**UP 64.9%,** Monday through Friday, 6:00 to 10:00 p.m. in Charleston!

**UP 32.4%,** Monday through Friday, 6:00 to 10:00 p.m. in Huntington! And so on, according to ARB figures for November 1957!

***With so many viewers leading the way, it's easy to see why more and more smart time buyers are switching to***

**WHTN-TV**
CHANNEL 13
A COWLES STATION • ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by
Edward Petry Co., Inc.

**WREX-TV MEANS ROCKFORD AND A BILLION DOLLAR MARKET NETWORK AT THE CROSSROADS OF MID-AMERICA**

**The sales power of WREX-TV's combined coverage, spans market portions of 23 countries in Illinois and Wisconsin. Brings preferred CBS-ABC network programs to over 260,000 television homes.**

**Rockford's metropolitan area is the sales jewel in the WREX-TV market crown . . . 55,760 households—$6,949 sales potential per household 16th in national ranking of C.S.I. per household**

**J. M. BAISCH, General Manager**

**REPRESENTED BY H-R TELEVISION, INC.**

**WREX-TV**
CHANNEL 13 ROCKFORD


## PEOPLE CONTINUED

**John K. Williams,** formerly news director, KCRG-AM-TV Cedar Rapids, Iowa, to KETV (TV) Omaha, Neb., in similar capacity.

**Phil Wilson,** news-public affairs director, WTVH-TV Peoria, Ill., joins WANE-TV Fort Wayne, Ind., as news director.

**Walt Bodine,** veteran Kansas City, Mo., radio and tv newsman, joins WDAF-AM-TV there as director of news and special events, succeeding **Randall Jessee,** resigned to join Metropolitan Area Planning Council as director.

**Phil Sheridan,** WRFD Worthington, Ohio, named program director, succeeding **Bill Arthurs,** who has been reappointed news director. **Dave Collins** named to newly-created post of production director. **William E. Pfeiffer,** student at Ohio State U., joins WRFD as assistant promotion manager.

**Fred Weiss,** WXYZ Detroit, named engineer of stations' *Night Train.*

**Don Theobald,** formerly with Pet Milk sales in St. Louis, joins Gold Coast Stations (KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California) as merchandising representative.

**Kenneth B. Kurtz** rejoins WIS Columbia, S. C., as news editor.

**George Edward Saunders,** president of Huntington (W. Va.) Junior Chamber of Commerce, joins WHTN-TV that city as account executive.

**Jack Dahmer,** formerly Jefferson Amusement Co. city manager of theatres in Beaumont, Tex., joins KFDM-TV that city sales staff.

**Herb Gross** rejoins WTCN Minneapolis-St. Paul as salesman, after four years with Frederic Ziv Co.

**Don Porter** joins KGW Portland, Ore., as personality.

**Sam Holman,** KQV Pittsburgh, joins WIL St. Louis as d.j.; **Mort Crowley,** formerly with KIMN Denver, joins WRIT Milwaukee; **Bill Bramhall,** d.j., WOKY Milwaukee, to WRIT. WIL and WRIT are both Balaban stations.

**Russ Moore** joins WQAM Miami as personality, succeeding **Gene Weed,** who recently was drafted into U. S. Army.

**Norm Tulin (Norm Stevens),** former disc jockey at WORL Boston, has joined WMGM New York in similar capacity.

**Mimi DeLuca** joins WPEN Philadelphia production staff.

**Don England** joins WLWI (TV) Indianapolis promotion staff.

**Dick Doty,** president and general manager of WTRL Bradenton, Fla., elected chairman of Manatee County Chapter, National Foundation for Infantile Paralysis.

**Joe H. Baker,** vice president-assistant general manager, KBON Omaha, Neb., named Lt. Gov. of ninth district of Advertising Federation of America.

FIELD FINE McCALL

**ABOVE** are the three new vice presidents at Ogilvy, Benson & Mather. They include Clifford D. Field, Reva Fine (Mrs. William Korda), both copy supervisors, and David B. McCall, associate copy chief. They all will have creative responsibilities.

**Ernie Tannen,** vice president-general manager, WEEP Pittsburgh, named chairman of National Radio Month for Pittsburgh.

### REPRESENTATIVES

**John B. Sias,** assistant to vice president and tv director of Peters, Griffin, Woodward, N. Y., was elected vice president of firm.

◄ **Clark N. Barnes,** with Burn-Smith and before that Headley-Reed Co., both Los Angeles, to John E. Pearson Co., as manager of L. A. office.

**Val Bruce,** account executive with KENS San Antonio, Tex., to sales staff of N. Y. office of Bob Dore Assoc., radio station representative.

### MANUFACTURING

**Eugene M. Kinney,** vice president, Zenith Radio Corp., and **Hays MacFarland,** board chairman of MacFarland, Aveyard & Co., elected members of board at Zenith. MacFarland agency handles Zenith's hearing aid account in U. S. and Canada.

**Peter G. Peterson,** vice president, director and assistant to president of McCann-Erickson, to Bell & Howell Co. as executive vice president. He also will be nominated for election to B & H board of directors.

**W. W. Roodhouse,** formerly assistant general sales manager for Collins Radio Co., named general sales manager, and **R. C. Frost,** assistant to vice president, international division, named director of that division. Other appointments: **T. W. Sharpe** to assistant general sales manager; **R. M. Winston** to assistant general sales manager of administration; **T. A. Farrell,** Texas regional sales manager in Dallas; **G. M. Bergmann** to central regional sales manager in Cedar Rapids, and **W. J. McKnight** to manager of Collins' N. Y. office.

**Gordon E. Burns,** formerly regional equipment sales manager for GE receiving tube department, Chicago, appointed distributor sales manager for GE receiving tube and electronic components replacement department, Owensboro, Ky.

**Robert L. Shaw,** formerly general sales manager of Sylvania Home Electronics, to general marketing manager; **Harry H. Martin,**

since 1955 tv set assembly plant manager, Sylvania's Batavia, N. Y., plant, to general manufacturing manager of Sylvania Home Electronics.

**William Balderston Jr.,** superintendent of accessory division warehouse, Philco Corp., and **Daniel Lerner,** tv sales manager for Philco's Newark branch, named products manager in accessory division and field sales engineer for appliance-laundry parts and accessories, respectively.

**Louis M. Park,** manager of marketing administration for Hotpoint Co., tv receiver department, joins Motorola marketing research department, Chicago, executive staff. Special projects in sales distribution merchandising and advertising will be his primary responsibility.

**Edward F. Taylor Jr.,** formerly electronics and appliance sales manager for Charles L. Martin Distributing Co., Atlanta, to Sylvania Home Electronics as south central district sales manager.

**James A. Elliott,** formerly with Collins Radio Co., Cedar Rapids, Iowa, joins Rixon Electronics, Silver Spring, Md., as engineer in charge of quality control.

**Edmour Fredric Giguere,** 44, electronics consultant for RCA, died May 4 in his home in New York. Earlier he had held excutive post with IT&T.

## PROFESSIONAL SERVICES

**Ray Yocom,** former director of advertising, McQuade Assoc., N. Y., marketing organization, to S. Jay Reiner Co., Mineola, N. Y., merchandising-contest consultant for radio-tv and other media, as director of station relations.

**Kenneth W. Klise** (Col., U.S.A.F., retired), who has spent 23 years in planning, implementation and administration of communication and navigational-aid systems, has joined Page Communications Engineers, Washington, as project manager.

**E. Tillman Stirling,** assistant U. S. attorney for D. C., joins Washington law firm of Welch, Mott & Morgan. Mr. Stirling joined Office of U. S. Attorney in 1955 and had been assigned to appellate division until January of this year when he began handling special proceedings. Before joining U. S. Attorney's office, he served as law clerk for Judge Wilbur K. Miller of U. S. Court of Appeals for D. C. for one year. He received his B. S. and law degree from George Washington U. in 1951 and 1953 and was admitted to D. C. Bar in 1954.

**Eugene S. Cowen,** formerly public relations man with member of Congress and federal government, joins Standard Public Relations, Washington. For past 18 months he has been information specialist with Office of Secretary of Dept. of Health, Education and Welfare and with Federal Flood Indemnity Administration.

## PROGRAM SERVICES

**Walter B. Orwall,** midwest sales manager of Columbia records custom division, to United Film & Recording Studios, Chicago, as sales manager of its recording division.

**Thomas J. Holt** joins *Tv Guide,* Philadelphia edition, sales staff; **Edwin L. Johnson,** formerly with Branham Co. and R. H. Donnelly Co., to *Tv Guide* as sales representative with Chicago edition, and **Lloyd S. Perlin,** formerly assistant store manager with Bond Stores Inc., becomes sales representative with Cleveland edition.

**Richard N. Robbins,** associated with entertainer Roy Hamilton for past 4½ years, joins Community Club Services Inc. as publicity and promotion director. Mr. Robbins will continue as public relations director for Mr. Hamilton in addition to his new job.

## INTERNATIONAL

**J. Everett Palmer,** general sales manager of Canadian TPA Films Ltd., Toronto, and former radio-tv director of McCann-Erickson Canada Ltd., that city, to broadcast manager of Breithaupt, Milsom Ltd., Toronto advertising agency.

**W. Bruce Butler,** formerly general manager of Jos. A. Hardy & Co. Ltd., Toronto and Montreal, has resigned to form his own station representative company, Bruce Butler & Assoc. Ltd., Toronto and Montreal. Joining Mr. Butler as associates are **H. E. Pepler** and **A. E. Stewart,** both well-known in Canadian station representative field. Temporary offices have been established at 82 Royal York Rd. North, Toronto.

**Bob Kinsman** to sales manager of CHEX-TV Peterborough, replacing **Jim Gibson,** who moved to similar post at CKWS-TV Kingston, Ont.

**Jack Turrell,** for past 10 years sales manager of CKEY Toronto, to general manager of CKOY Ottawa, Ont. **Jim Armstrong** formerly of *Liberty* magazine, Toronto, to sales manager of CKEY.

**Allan Slaight,** promotion manager of CHED Edmonton, Alta., to promotion and production manager of CHUM Toronto.

**Dave Devall,** part-time announcer of CFRB Toronto, to announcer of CHEX-TV Peterborough, Ont.

**Bob Laine,** announcer of CFRS Simcoe, Ont., to announcing staff of CHUM Toronto.


HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

## Barbasol Holds Bowling Night

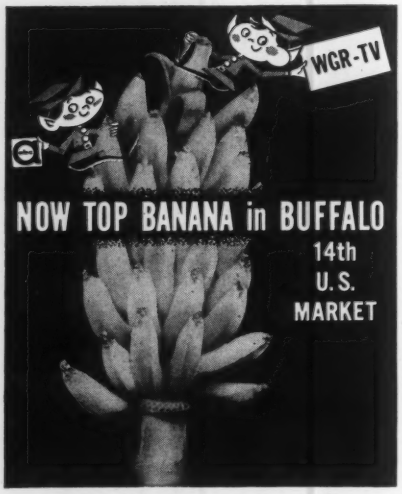
The Barbasol Co. (toiletries), Indianapolis, sponsor of CBS Radio's *Sports Time* with Phil Rizzuto (Mon.-Sat. 7-7:05 p.m.) is promoting a "Barbasol Night" at a Clifton, N. J., bowling alley next Thursday (6-9 p.m.). The promotion is for New Jersey food and drug chain executives and personnel and will feature bowling matches between newspapermen and ballplayers. Erwin Wasey, Ruthrauff & Ryan, New York Barbasol agency, helped plan the evening.

## KGO Covers Commuters in 'Copter

High-flying traffic coverage was inaugurated last Monday at KGO San Francisco when newscaster Bob Day began reporting from a KGO helicopter hovering over commuter routes at 6:15-9 a.m. and 3:30-5:45 p.m. each workday. KGO commuter-copter traffic reporting was launched after a similar operation at KABC Los Angeles (both ABC-owned stations) had proved successful [PROGRAMS & PROMOTIONS, March 31]. The idea was conceived by John Pace, general manager of KABC and managing director of KGO.

## ABC-TV Tells Merits of 'Mickey'

ABC-TV currently is issuing a brochure to advertisers on the merits of *The Mickey Mouse Club*, as told by "satisfied advertiser" Mattel Inc., California toy manufacturer. The firm has renewed its contract for the forthcoming season. Reproduced in the brochure is an ad which appeared in the *New York Times* last March, telling of Mattel's success since becoming a full-time *MMC* advertiser. Carson Roberts Inc., Los Angeles, is the agency.


WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

**WGR-TV**
ABC CHANNEL 2
**BUFFALO**

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg


## H-R Tv Issues Summer Tv Facts

H-R Television Inc., station representative, New York, has released a brochure promoting summertime television. Among the facts enclosed in the 24-page two-color booklet is that "retail sales during the summer quarter are conspicuously higher than the average for the other three quarters!" Retail sales in August are higher than for any month except December, and food sales are at their year's peak during this summer month!"

"This summer, average daily television viewing will top 10 million home-hours," the brochure points out, "outstripping the peak winter viewership of a scant two years ago—the October 1955-June 1956 season".

Another section emphasizes that "during an average week in the summer of 1958, a mere 2.0% of American tv families will be away from home on vacation—only 870,000 families in the entire United States," Other pages illustrate the fact that "four of the top ten tv advertisers, as well as 18 other blue chip giants, spend more in the summer quarter than they do in the first or second."

## NEA Department Given History

The Minnesota Mining & Manufacturing Co., St. Paul, last month presented a history of magnetic recording to the Dept. of Audio Visual Instruction of the National Education Assn. The occasion was the association's national meeting in Minneapolis April 21-25, reportedly attended by more than 1,500 educators. The history, prepared by MMM, deals with the "development of magnetic recording from the turn of the century . . . into the present era."

## BAB Issues Canadian Tv Facts

A set of colored cards, similar in size to Canadian standard rate book cards for radio-tv stations, outlining the basic facts of Canadian television, has been distributed by the Broadcast Advertising Bureau, Toronto, Ont. The cards include such information as 84% of Canadian homes now have television, 78% of all homes watch television an average of five hours a day during the week, and give breakdowns on the amount of tv viewing by hours of the day.

## No Triple-Spots, Vows WCKT (TV)

The practice of triple-spotting, to which at least one network and many agencies are opposed [ADVERTISERS & AGENCIES, March 17, *et seq.*], comes under fire in a full page ad placed in leading trade publications by WCKT (TV) Miami, Fla. The spread, timed to coincide with the NAB convention, comprises an open letter from Niles Trammell, president of Biscayne Tv Corp. In the letter he remarks that triple-spotting is not "good advertising" and that "WCKY never did . . . does not triple-spot. . . ."

## VOLTE-FACE

Reverse psychology is employed by WMBD Peoria, Ill., in having call letters painted backward (top cut) on the

front ends of its newsmobiles. Puzzled Peorians call the station to inform it that, "they've painted the letters back-to-front on your cars. "Reasons for this "backwardness are that when motorists look through their rear view mirrors (lower cut) the call letters appear cor-

rect—also the seeming error arouses interest in WMBD's news wagons wherever they go.

## Chamber Meet Tapes Available

During the Chamber of Commerce's 46th annual meeting in Washington a fortnight ago, its Audio-Visual Services Dept. recorded all the principal addresses. Tapes of the speeches are available at $6 each from the A-V Services Dept., 1615 H St., N. W. Washington 6, D. C.

## 'Hostess' Film Offered Free

Association Films Inc., New York, distributor of a 28-minute color film "How to Be a Successful Hostess." sent embossed "invitations" to tv stations last week inviting them to present the film produced by Reed & Barton silversmiths. Reply cards and stamped envelopes were included. The film is available on a free-loan basis.

## Pirates First on KDKA's VTR

The arrival of the Pittsburgh Pirates at their hometown airport gave KDKA-TV there the opportunity to initiate its new Ampex VR-1000 videotape recorder. KDKA-TV's cameras were at the airport when the ball team disembarked as were a high school band and thousands of fans complete with banners. The station's recording of the welcome was telecast at 11:15 that evening.

## WBZ Performers Take to Hills

WBZ Boston performers and name stars headlined entertainment the weekend of April 26-27 at Jug End Barn, a resort in the Berkshires (South Egremont, Mass.). From Friday night until Sunday afternoon, Carl DeSuze, Alan Dary, Bill Marlowe, Norm Prescott, John Bassett and Sports Director Leo Egan broadcast their shows from the mountain resort. They took part in a variety of stunts and helped entertain 300 guests at a WBZ party that provided on-the-spot coverage of the Barn's 30th birthday celebration.

## Baseball-Based Quiz on WTTG (TV)

A team of government employes vs. a team from private industry vie each week for baseball knowledge honors and prizes in WTTG (TV) Washington's *Bat a Thousand* (Wed. 9:30-10:30 p.m.). Umpired by radio personality-movie actor Steve Allison, the live quiz game gives contestants the choice of going for a "single," "double," "triple" or "home run"—the difficulty of the questions to be asked being determined by the "batter's" selection. Prizes also are given to viewers who submit the nearest guess of the winning team's score to WTTG.

## 'WWVA Jamboree' in 25th Year

The 25th consecutive year of broadcasting *WWVA Jamboree* will be celebrated May 10 by the Wheeling, W. Va., station. The station is taking over the city's Virginia Theatre on that night for a special broadcast-stage show that will feature many of the 750 hillbilly-western artists who have appeared on *Jamboree* during its run. A half-hour excerpt of the show will be carried on CBS' *Saturday Night—Country Style* as a salute from the network. WWVA estimates that more than two million people, from every part of America, have traveled to Wheeling to see *Jamboree*.

## Auto Races to Originate at WJMX

Broadcasts of the annual late model stock car races at Darlington, S. C., May 10 (the state's Confederate Memorial Day) and Sept. 1 (Labor Day) will originate at WJMX Florence, S. C. Both meetings reportedly will be carried by about 70 stations in nine states.

## Hat-Trick for WAGA-TV's Scotty

The Scotty dog that appears on WAGA-TV Atlanta's station breaks now has a hat for every season. WAGA-TV reports that when the weather and its trademark's headgear changes, the dog is sent fan mail and that advertisers are requesting merchandising tie-ins with its popular emblem.

## Smooth Tom Collins Keeps Vow

Tom (The Beard) Collins, disc jockey at WKBZ Muskegon, Mich., made a vow to his listeners in 1956 that he would never play an Elvis Presley disc on his show. He furthermore announced that he would grow a beard and keep it until Mr. Presley's sideburns came off. With the hillbilly star in the army and undoubtedly shorn, The Beard was asked if he intended to keep his word and shave. . . .

A Muskegon d.j. now faces the world—sans beard and nickname—but with his promise kept.

## CNP Adds Bingo-Type Games

New game entries with tv program identity have been licensed by California National Productions in its merchandising activity. They are "Auto-Bingo" and "License-Bingo" which can be played in automobiles, buses and trains, and identified with NBC-TV's *Wide Wide World*. The games make use of numbers from license plates, signs and billboards.

## School Board Gets Record Gift

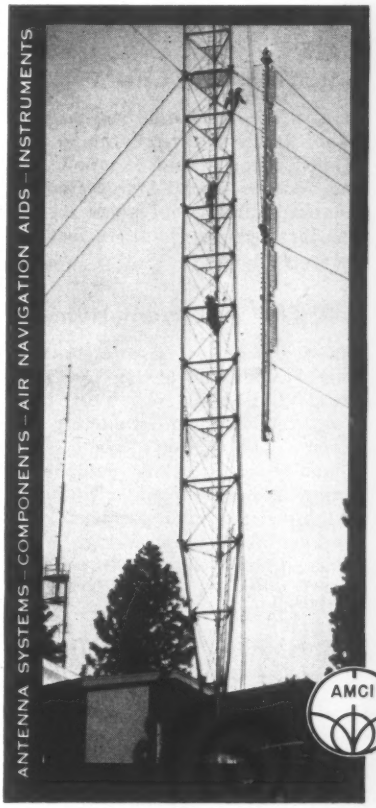
Mid-Continent Broadcasting Co.'s donation of the facilities of WTIX New Orleans to the Orleans Parish school board [EDUCATION, Feb. 10] was supplemented April 28 when Columbia Records presented the school board with more than 600 LP classical and semi-classical records. The presentation of the discs, to be used in the operation of New Orleans Public School's WNPS, was made by Mitch Miller of Columbia Records.

## WAND Programming in 'Depth'

Talk between records played on WAND Canton, Ohio, is "carefully controlled by the management . . ." in its new "Depth Programming." While maintaining a music-news format, WAND gives disc jockeys just 60-seconds (apart from commercials) and something constructive to talk about. Each half-hour the theme changes; e.g., from household tips to hints on "how to raise a happy husband." Depth Programming, WAND says, gives radio an opportunity to cover features much as a magazine or newspaper does, while still retaining the same music content.

### NOBLESSE OBLIGE

KFWB Los Angeles has taken public notice of opposition programming. As KLAC Los Angeles began a new schedule of music and service minus disc jockeys [STATIONS, April 14], KFWB newscasts reported the change "across the way." Listeners were reminded that on Jan. 2 KFWB had introduced "color radio" and would continue to emphasize "personalities plus vital, exciting sounds." The Los Angeles listener "is the beneficiary of the results of the most competitive, vital radio in America," said KFWB as it wished KLAC "good luck and all speed forward" in its new programming.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## WJOT LURE SETS OFF FISH DERBY

Sports Director Hap Palmer of WJOT Lake City, S. C., lost when he dared the world to catch a bigger fish than he could. But he did get a rise out of the Russians and from a thousand people who came to the First Annual Hap Palmer Fishing Derby sponsored by WJOT last month.

The boast also gained WJOT a string of publicity, counted at about 175,000 words written about the big day of fishing plus wire service and film coverage.

Fishermen from 3 to 75 rose to the bait offered by Mr. Palmer's bold challenge. The Russians accepted but backed out the day before, WJOT reported with some disappointment but enthusiasm still undampened. On hand to present the winning fisherman, P. W. Locklair of Olanta, S. C., with his trophy and cash award was Lt. Gov. Ernest F. Hollings of South Carolina and Annette Fagen, queen of the WJOT event. Sports Director Palmer caught one small fish.

**WJOT's** *fishing derby drew Dick Taylor (c), sports director of WBTW-TV Florence, S. C., out of a sick bed to report the event for his tv audience. He is interviewing Ray Starr (l), general manager of WJOT, and Hap Palmer (r), WJOT sports director.*

### Campanella Contest on KMPC

Tieing in with the inauguration of big league baseball in Los Angeles, KMPC there conducted a contest for a "stand-in" for Roy Campanella, injured Dodger catcher. Boys aged 8 to 12 were invited to write 25 words or less giving the reasons "Why I would like to be Roy Campanella's stand-in on opening day." Between 1,500 and 2,000 letters were received during the contest week.

### KWKW Airs Dodgers in Spanish

American Tobacco Co. and Pabst Brewing Co., co-sponsors of broadcasts of all 1958 games of the Los Angeles Dodgers over a special Dodgers hookup of nine radio stations in Southern California and Nevada, have added Spanish language to 90 games on KWKW Pasadena. The station is programmed exclusively for the 600,000 Latin Americans living in the Greater Los Angeles area. Young & Rubicam, Los Angeles, is agency for Pabst; BBDO, N. Y., handles American Tobacco.

### Criminals' Problems on WQED (TV)

To highlight the social problems created by law-breaking, WQED (TV) Pittsburgh (non-commercial educational) April 14 presented *Crime and the Man* (10-11 p.m. EST). The program featured opinions of experts who were attending the Pennsylvania & Middle Atlantic Probation & Parole & Corrections Assn.'s annual conference in Pittsburgh. Among the questions asked the attending probation and parole officers and criminal court judges were "what happens to a young man who has become an offender in the eyes of the law and how great is the need for better services to rehabilitate him?"

### KMOX Starts W. C. Handy Fund

A drive to raise funds for a "living memorial" to the late blues composer W. C. Handy is underway on KMOX St. Louis with the cooperation of city's Variety Club. The fund will provide free eye glasses to the city's needy children. Eighteen of the station's personalities are supporting the round-the-clock campaign with on-air announcements.

### Children's Safety CHUM

CHUM Toronto, Ont., has started a new children's traffic safety program. Each week a CHUM reporter and two police officers of the Toronto Traffic Safety Council visit a different public school where the children record messages to motorists for airing as public service spots.

### WBAI (FM) Airs From Home Show

During the course of an eight-day International Home Show at the New York Coliseum, WBAI (FM) New York originated its 4 p. m.-midnight programming from the Coliseum. The station's booth contained high-fidelity broadcasting equipment with personnel on hand explaining fm operations. WBAI broadcast announcements of important events taking place during the show, in which high fidelity manufacturers and allied industries took part for the first time.

### WINS Holiday for Dog Tired

WINS New York offered a Miami Beach vacation to a "harried city hound or pooped pooch" and his master. Anybody with a dog who could use a vacation was invited to enter the contest which was judged by a board of dog experts last Saturday morning at the station.

### New CBS-TV Western Next Fall

A new hour-long western will premiere on CBS-TV next season. Titled *Rawhide*, it will be produced by Charles Marquis Warren, creator of "Emmy"-winning *Gunsmoke* series. Scheduled for Mondays, 7:30-8:30 p.m., *Rawhide* will be directed by a number of Mr. Warren's colleagues on *Gunsmoke* and on CBS-TV's other "adult western," *Have Gun Will Travel:* Ted Post, Richard Whorf, Other noteworthy directors assigned to the series include David Swift and William Russell. Topic of *Rawhide* will be the cattle drives from Texas to Chicago which, according to CBS-TV Programming Executive Vice President Hubbell Robinson Jr., "will [open up] tremendous new vistas by the source material . . . from one of the most exciting and dramatic periods of the West."

### Cubs Fans Get WGN Package Deal

WGN-AM-TV Chicago are offering baseball fans special weekend package tours in a deal worked out with Happiness Tours. The package, effective throughout the baseball season, includes accommodations at a top Chicago hotel, Gray Line tour of the city, and reserved seat for a Saturday and/or Sunday Cubs game at Wrigley Field. WGN Inc. has a new six-year pact for Cubs radio baseball rights but is promoting the package on both stations. WGN-TV televises all Cubs and White Sox daytime home contests.

### WMBR-TV Gets Game—Just

A ruling that rights to telecast the first major league exhibition game in the Jacksonville, Fla., area would be granted if the game was a sell-out prompted WMBR-AM-TV there to carry saturation spot campaigns promoting the event. For a week preceding the game the stations exhorted listeners-viewers to "get out to the park." One minute before the opener started the park was declared full and CBS-TV engineers gave WMBR-TV the go-ahead to carry the game.

### WBIR-AM-FM Start Stereo Series

WBIR-AM-FM Knoxville, Tenn., billed "Tennessee's first stereophonic radio broadcast." It was the first of a weekly stereo series from 2-3 p.m. Sundays. Additional binaural shows are being programmed 9-midnight Sunday and 2-4 p.m. Saturday. Before the initial show the stations held a closed-circuit stereophonic preview for radio and electronic parts distributors and dealers. Handling the preview were John P. Hart, general manager of WBIR-AM-FM-TV, and Leon Ridings, commercial manager of WBIR-AM-FM.

### Hauser to Visit Russia for MBS

It could be borscht or caviar or maybe vodka. Anyway, Gaylord Hauser, MBS' nutrition expert, plans to visit Soviet Union in late May and interview Russians on their everyday diet. He will tape-record these interviews and air his findings on his weekday morning broadcasts.

# Station Authorizations, Applications

*As Compiled by BROADCASTING*

**May 1 through May 7**

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.**

## New Tv Stations

### APPLICATIONS

**Tucson, Ariz.—Board of Regents of U. of Ariz.,*** ch. 6 (82-88 mc); ERP .985 kw vis.., .523 kw aur. ant. height above average terrain 111 ft., above ground 276 ft. Estimated construction cost $173,101, first year operating cost $26,962. Studio-Trans. location Herring Hall, UA campus. Geographic coordinates 32° 13′ 50″ N. Lat., 110° 57′ 9″ W. Long. Trans. ant. RCA. Legal counsel J. Byron McCormick, UA. Announced May 6.

**Moline, Ill.—Iowa-Ill. Television Co.** ch. 8 (180-186 mc); ERP 288.4 kw vis., 158 kw aur.; ant. height above average terrain 1026 ft., above ground 1075 ft. Estimated construction cost, $1,515,000, first year operating cost $984,590, revenue $1,059,890. P. O. address Room 312, Nat'l Bank Bldg., Moline. Studio location Moline (site to be determined). Trans. location .5 miles E. of U. S. 50; 1.2 miles SSW of Lynn Center. Geographic coordinates 41° 16′ 48″ N. Lat., 90° 22′ 06″ W. Long. Trans. ant. RCA. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington. Consulting engineer George C. Davis, Washington. Owners are **Peoples Bcstg. Corp.** (65%) and others. Peoples Bcstg., wholly owned subsidiary of Nationwide Mutual Ins. Co., is licensee of **WRFD Worthington** and **WGAG-AM-FM Cleveland,** both **Ohio, WTTM Trenton, N. J., WMMN Fairmont, W. Va., KVTV (TV) Sioux City, Iowa,** and **WNAX Yankton, S. D.** Announced May 1.

## New Am Stations

### APPLICATIONS

**San Luis Obispo, Calif.—Rex O. Stevenson** 1400 kc, 250 w unl. P. O. address 3560 Washington St., San Francisco. Estimated construction cost $16,200, first year operating cost $52,000, revenue $61,000. **Mr. Stevenson,** sole owner, is San Francisco businessman with varied interests. Announced May 2.

**Shelbyville, Ky.—Shelby Bcstg. Co.** 920 kc, 250 w D. P. O. address Box 185, Cambellsville, Ky. Estimated construction cost $17,000, first year operating cost $29,000, revenue $36,000. Owners are **James Crawley, William Kelly, Dean Harden** and **R. L. Turner** (each one-fourth). Messrs. Crawley, Kelly and Turner each own one-third of **WLCK Scottsville,** and have minor interests in **WLOC Mumfordville** and **WTCO Cambellsville,** all **Kentucky.** Mr. Harden is announcer with **WNES Central City, Ky.** Announced May 2.

**Dowagiac, Mich.—Voice of Dowagiac** 1240 kc, 250 w unl. P. O. address Pond Electric Co., South Dowagiac. Estimated construction cost $21,494, first year operating cost $34,000, revenue $42,000. Owners are **Erwin Pond, Raymond Belcher, John Litty, Dale Engel** (20% each) and others. Mr. Pond is in electronics. Messrs. Belcher and Litty are contractors. Mr. Engel is in die manufacturing. Announced May 7.

**Manati, P. R.—Arecibo Bcstg. Corp. Inc.** 1500 kc, 250 w unl. P. O. address P. R. Road #2, Barrio Santana, Arecibo. Estimated construction cost $15,290, first year operating cost $16,000, revenue $23,000. Owners are **Efrain Archilla-Roig** and **Pedro Collazo Barbosa** (25% each), **Manuel Santos Gonzalez** (20%) and others. Mr. Roig is attorney; Messrs. Barbosa and Gonzalez are merchants. Announced May 7.

**Providence, R. I.—Radio Providence** 990 kc, 50 kw D. P. O. address Box 357, Central Lake, Mich. Estimated construction cost $275,178, first year operating cost $100,000, revenue $135,000. Majority owner **Albert Tarrson** (75%) manufactures advertising specialties, has interest in *Hollywood* **(Fla.)** *Herald,* etc. Announced May 7.

## Existing Am Stations

### APPLICATIONS

**KWEI Weiser, Idaho**—Cp to change frequency from 1220 kc to 1260 kc. Announced. May 2.

**KBKC Mission, Kan.**—Cp to increase power from 500 w to 1 kw; install new trans. Announced May 5.

**WARK Hagerstown, Md.**—Cp to change frequency from 1490 kc to 1410 kc; increase power from 250 w to 1 kw; change ant.-trans. location; install directional ant. night & day (DA-2) and new trans.; change in ground system. Announced May 7.

**WCMC Wildwood, N. J.**—Cp to change frequency from 1230 kc to 1250 kc; increase power from 100 w, unl. to 500 w—1 kw—LS; install directional ant. night and day (DA-2), make changes in ground system and install news trans. Announced May 2.

**WFSC Franklin, N. C.**—Cp to increase power from 500 w to 1 kw and install new trans. Announced May 6.

**KWJJ Portland, Ore.**—Cp to increase daytime power from 10 kw to 50 kw, change ant.-trans. and studio location, make changes in ground system and install new trans. Announced May 2.

**WFLN Philadelphia, Pa.**—Mod. of cp to make changes in directional ant. system (one additional tower). Announced May 6.

**WHDM McKenzie, Tenn.**—Cp to change frequency from 1440 kc to 1050 kc, increase power from 500 w to 5 kw; change ant.-trans. location; make changes in ant. and ground systems and install new trans. Announced May 2.

**WFHR Wisconsin Rapids, Wis.**—Cp to change frequency from 1340 kc to 1320 kc; increase power from 250 w to 500 w, night; 5 kw, daytime; install DA-N and new trans. and changes in ground system. Announced May 7.

### CALL LETTERS ASSIGNED

**KHAT Phoenix, Ariz.—Geoggrey A. Lapping,** 1480 kc.

**KINK Phoenix, Ariz.—Phoenix Bcstg. Co.,** 1010 kc.

**KAVI Rocky Ford, Colo.—Arkansas Valley Bcstg. Co.,** 1320 kc. Changed from KRFC, effective May 15.

**WBZY Torrington, Conn.—Pioneer States Bcstrs. Inc.,** 990 kc.

**WHEW Riviera Beach, Fla.—Public Service Bcstg.,** 1380 kc.

**KSIR Wichita, Kan.—John Bozeman,** 900 kc.

**WBLG Lexington, Ky.—Lexington Bcstg. Corp.,** 1300 kc. Changed from WLEX, effective May 1.

**WNPS New Orleans, La.—Orleans Parish School Board,** 1450 kc. Changed from WTIX.


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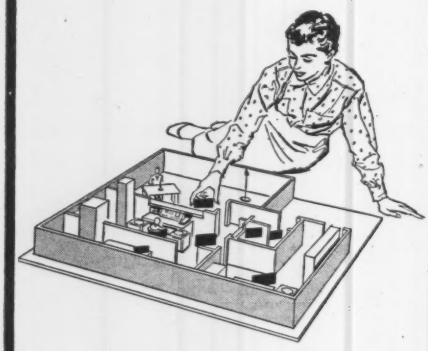

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## FOR THE RECORD CONTINUED

**WTIX New Orleans, La.—Mid-Continent Bcstg. Co.,** 690 kc. Changed from WWEZ, effective May 7.

**WCAY Cayce, S. C.**—Lexington County Bcstrs., 620 kc.

## New Fm Stations

### APPLICATIONS

**Garden Grove, Calif.—Harold Lampel** 94.3 mc. .805 kw. P. O. address 5261 El Parque St., Long Beach. Estimated construction cost $14,450, first year operating cost $20,000, revenue $26,000. Sole owner **Lampel** holds 50% of cp for am station in **Phoenix.** Announced May 7.

**Sacramento, Calif.—Audiolab Co.** 96.9 mc, 3.4 kw. P. O. address 5100 Virginia Way, Sacramento. Estimated construction cost $6,430 first year operating cost $10,130, revenue $14,000. **Frederick White** and **Robert Stofan** (50% each) are in radio and tv production and recording. Announced April 30.

**Winston-Salem, N. C.—Winsonett Inc.** 102.9 mc, 1.536 kw. P. O. address 117 East 3rd St., Winston-Salem. Estimated construction cost $2,206, first year operating cost $2,820, revenue $9,000. Owners are **Allan Godwin, E. Frederick Bennett, Edward Simpson, David Odom** (21.42% each) and others. Mr. Godwin is in feed and farm supply. Mr. Bennett is former chief engineer, **WAAA Winston-Salem.** Mr. Simpson is clothing retailer. Mr. Odom owns restaurant. Announced May 5.

## Existing Fm Stations

### APPLICATION

**KXLU (FM) Los Angeles, Calif.***—Cp to change frequency from 88.7 mc, ch. 204 to 89.1 mc, ch. 206; install new trans.; increase power to ERP 0.828 kw and HAAT to 3.19 ft. Announced May 7.

## Ownership Changes

### APPLICATIONS

**KVOA Tucson, Ariz.**—Seeks assignment of license from **Ariz Bcstg. Co.** to **Nancy Battison** for $156,750. Prospective sole owner **Battison** formerly was majority stockholder, **KAVE-AM-TV Carlsbad, N. M.** Announced May 2.

**KIKK Bakersfield, Calif.**—Seeks assignment of cp from **William Hyland III** and **Dawkins Espy,** d/b as **Valley Bcstg. Co.** to **Valley Radio Corp.** Corporate change. No control change. Announced May 1.

**KAMP El Centro, Calif.**—Seeks assignment of cp from **Ray Lapica** to **El Centro Radio Inc.,** Mr. Lapica to receive $10,816 for expenses plus 40% of assignee's stock. **A. E. Andreotti** (60%) is in farming. Mr. Lapica is sole owner, **KACE Riverside, Calif.,** and permitee of **KACE-FM.** Announced May 2.

**KDBX (FM) Los Angeles, Calif.**—Seeks assignment of cp from **WHM Bcstg. Co.** to **Radio Beverly Hills** for $3,625. **Saul Levine** (80% of new permittee) has interest in **KCAL Redlands** (25%) and holds cp for **KCBO-FM San Francisco,** both **California.** Announced May 2.

**KSLR Oceanside, Calif.**—Seeks assignment of license from **San Luis Rey Bcstg. Co. Inc.** to **Walter Nelskog** (80%) and **Darrell Anderson** (20%), d/b as **Pacific Bcstrs.** for $168,000. Mr. Nelskog's interests: **KQTY Everett, Wash.** (58%); **KQDY Minot** (25%) and **KBMK Bismarck** (24% of cp), both **North Dakota,** and **KUDI Great Falls, Mont.** (25%). Mr. Anderson is **KING-TV Seattle** salesman. Announced May 5.

**KRKS Ridgecrest, Calif.**—Seeks assignment of license from **Ian Lansdown** to **Gilson Bcstg. Inc.** for $13,850. New owners are **Leland Gillette** and **Kenneth Nelson** (40% each) and **Frank Carlson** (20%). Messrs. Gillette and Nelson are artists and repertoire producers with **Capitol Records Inc.** Mr. Carlson is **M-G-M musician.** Announced May 1.

**KLOV Loveland, Colo.**—Seeks assignment of license from **William Vogel, Monroe Smock** and **Jack Caldwell,** d/b as **Vogel & Smock** to Messrs. Vogel and Caldwell, **William Farnham** and **Frank Starkey** d/b as **Loveland Bcstrs.** Mr. Smock sold his 38% interest for $10,500. Mr. Caldwell increased ownership from 57% to 85%. Announced May 6.

**WAMY Amory, Miss.**—Seeks assignment of license from **Charles Boren Jr.** to **Bob McRaney Sr.** and **Bob Evans** (each 50%) d/b as **Southern Electronics Co.** for $15,800. Mr. McRaney owns **WROB West Point, Miss.** Messrs. McRaney and Evans are applicants for new am station in **Winona, Miss.** Announced May 7.

**WNNC Newton, N. C.**—Seeks assignment of license from **Newton-Conover Bcstg. Co. Inc.** to **William Bryan** for $80,000. Mr. Bryan is former 25% owner of **KGNO Cape Girardeau, Mo.,** and **KCOB Newton, Iowa.** Announced May 5.

**WAAA Winston-Salem, N. C.**—Seeks relinquishment of negative control of licensee (**Laury Assoc. Inc.**) through sale of 25% to **Seymour Schneidman** for $4,250, 12½% to **Vincent Colanelo** for $2,125 and 6¼% to **Mark Abbott** for $1,062. New stockholders have interest in **WSRC Durham, N. C.** Announced May 7.

**KBMK Bismarck, N. D.**—Seeks assignment of cp from **Walter Nelskog, Paul Crain, Delbert Bertholf, D. Gene Williams,** d/b as **Dakota Bcstrs.,** to **Darrel Holt,** Messrs. Williams and Bertholf and **Robert Eubanks,** d/b as **Dakota Musicasters.** Messrs. Nelskog and Crain each received $1,250 for their interest. New partners Holt and Eubanks (25% each) are with **KLYK Spokane, Wash.,** and **KOYN Billings, Mont.,** respectively. Announced May 7.

**WCMW Canton, Ohio**—Seeks transfer of negative control of licensee (**Stark Bcstg. Corp.**) from **Geneva** and **Richard Schultz** as special administrators of estate of **J. Irvin Schultz,** deceased, to Geneva and Richard Schultz, trustees of trust funds created by will of J. Irvin Schultz. Announced May 5.

**WARM Scranton, Pa.**—Seeks assignment of license from **Northeastern Pa. Bcstg. Inc.** to **WARM Bcstg. Co. Inc.** for $195,000. **Susquehanna Bcstg. Co. (WSBA-AM-TV York, Pa.)** will own 90% of purchaser. Announced May 6.

**WLBG Laurens, S. C.**—Seeks transfer of control of licensee (**Laurens-Clinton Bcstg. Co.**) from **Charles Dowdy** to **Lauren County Bcstg. Co.** for $63,000. New owners will be **Mr.** and **Mrs. C. W. Hogan,** who will be 50% owners of **WLOS-AM-FM Asheville, N. C.** when FCC approves transfer of that station. Announced May 2.

**WAEW Crossville, Tenn.**—Seeks transfer of control of licensee (**WAEW Inc.**) from **Arthur Wilkerson** to **H. F. Lawson** for $50,000. Dr. Lawson also owns one-third of **WCLC Jamestown, Tenn.** Announced May 7.

**KMBL Junction, Tex.**—Seeks assignment of license from **Kimble County Bcstg. Co.** to **Charles Evans II** and **Joe Evans** for $24,000. Mr. Evans had been operating sales company. Mrs. Evans is housewife. Announced May 2.

**KLOR-TV Provo, Utah**—Seeks transfer of positive control of permittee (**Beehive Telecasting Corp.**) from **Samuel Nissley** and **James Winterton,** et al to Mr. Nissley whose ownership is increased to 54.6% in return for $3,981 spent for company. Announced May 6.

**WSSV Petersburg, Va.**—Seeks assignment of license for **Southside Va. Bcstg. Corp.** to **Petersburg Bcstg. Co. Inc.** for $175,000. New owners are **Mr.** and **Mrs. Roger Beane** (48.8%) and several other business and professional people. Mr. Beane is manager of WSSV. Announced May 2.

**WTKM Hartford, Wis.**—Seeks assignment of license from **Kettle-Moraine Bcstg. Co.** to **Time-Press Radio Inc.** for $37,000. New owners are **John Shimers, Paul Mundie, Wilbur Humber, John**


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**Cleary** and **Vernon Erbstoeszer** (each 20%). Mr. Shimers owns *Hartford-Times Press* and *Hustisford News*, both **Wisconsin** newspapers. Messrs. Mundie and Humber are consulting psychologists. Messrs. Cleary and Erbstoeszer are attorneys. Announced May 1.

## Hearing Cases

### INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of **Century Radio Corp.** for new am station to operate on 1050 kc, 250 w, D, in **Baldwinsville, N. Y.** Announced May 1.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting applications of **Allegan County Bcstrs.** for new am station to operate on 1580 kc, 250 w, D, in **Allegan, Mich.**, and **Booth Bcstg. Co.** to increase power of station **WJVA South Bend, Ind.**, from 250 w to 1 kw, continuing operation on 1580 kc, D. Announced May 1.

## Routine Roundup

### PETITIONS FOR RULE MAKING FILED

**RCA Communications Inc., New York, N. Y.**—Request changes in preservation of records rules to permit microfilming of certain records.

**Southwest Broadcasting Company, Redlands, Calif.**—Request drop-in of ch. 300 at Redlands, Calif.

### ACTIONS ON MOTIONS

Commission on May 6, on petition by **Indiana Bcstg. Corp. (WISH-TV) Indianapolis, Ind.**, extended time from May 7 to May 26 to file oppositions to petition by **WREC Bcstg. Service (WREC-TV) Memphis, Tenn.**, for reconsideration or rehearing in tv rule-making proceeding involving **Carbondale-Harrisburg, Ill.**

**By Chief Hearing Examiner James D. Cunningham on May 5:**

Ordered that Herbert Sharfman will associate with James D. Cunningham in preparation of initial decision re application of **Wrather-Alvarez Bcstg. Inc.**, for extension of time to construct **KYAT** (ch. 13) **Yuma, Ariz.**, and Hearing Examiner Cuningham ordered that final date for submitting reply findings in this proceeding is May 20.

**By Hearing Examiner Jay A. Kyle on the dates shown:**

Denied petition by **Joseph M. Ripley Inc., Jacksonville, Fla.**, for leave to amend its am application and application is retained in hearing status; sustained motion by **Dan Richardson, Orange Park, Fla.**, applicant in same proceeding, to quash request to take depositions; and scheduled further hearing for May 12 (Actions May 5).

Continued hearing from May 7 to May 8 in proceeding on **Evansville Television, Inc.**, to show cause why its authorization for **WTVW Evansville, Ind.**, should not be modified to specify operation on ch. 31 in lieu of ch. 6 (Action May 6).

**By Hearing Examiner Elizabeth C. Smith on May 5:**

Granted motion by **North Dakota Bcstg. Co. Inc.**, for various corrections to transcript in proceeding on its application for new tv station to operate on ch. 11 in **Fargo, N. Dak.**

**By Hearing Examiner Charles J. Frederick on May 5**

Rescheduled prehearing conference for June 2 in proceeding on am applications of **David M. Segal** and **Kenneth G.** and **Misha S. Prather, Boulder, Colo.**

**By Hearing Examiner Hugh B. Hutchison on May 5:**

On request of **Fox Valley Bcstg. Co., Geneva, Ill.**, scheduled oral argument for May 14 on petition of **Logansport Bcstg. Corp., Aurora-Batavia, Ill.**, for leave to amend its am application.

**By Commissioner Rosel H. Hyde on May 2:**

Granted petition by Broadcast Bureau for extension of time to May 9 to file exceptions to initial decisions re am applications of **J. E. Willis, Lafayette**, and **Crawfordsville Bcstrs. Inc., Crawfordsville, Ind.**

**By Hearing Examiner Charles J. Frederick on May 2:**

Granted motion by **Enterprise Bcstg. Co., Fresno, Calif.**, for extension of time from May 12 to May 22 to file reply findings in proceeding on its am application, et al.

**By Chief Hearing Examiner James D. Cunningham on May 6**

Upon request by **Ottaway Stations Inc. (WDOS) Oneonta, N. Y.**, ordered that oral argument on petition of **Radio Anthracite Inc.**, to accept late filing of appearance in proceeding on Ottaway's am application, will be held at 9:30, May 6.

**By Hearing Examiner Jay A. Kyle on May 1:**

On own motion, continued without date prehearing conference and hearing scheduled for May 6 and May 19, respectively, in **Weston, W. Va.**, ch. 5 proceeding.

**By Hearing Examiner Charles J. Frederick on May 1:**

Granted motion by the **Department of Aeronautics, Commonwealth of Kentucky**, for continuance of hearing on application of **WHAS Inc. (WHAS-TV** ch. 11), **Louisville, Ky.**, for cp to change trans. and ant. location, to extent that hearing on application scheduled for May 7 is rescheduled for May 26, and denied in all other respects.

**By Hearing Examiner Basil P. Cooper on April 30:**

Granted motion by Broadcast Bureau for leave to correct proposed findings in proceeding on am applications of **Birney Imes Jr. (WMOX) Meridian, Miss.**, and **Mississippi Bcstg. Co., Carthage, Miss.**

**By Hearing Examiner J. D. Bond on May 1:**

Continued further hearing to May 6 in private line-leased facility-data transmission proceeding.

**By Hearing Examiner Millard F. French on May 1:**

Granted motion by **WNAB Inc. (WNAB) Bridgeport, Conn.**, for various corrections to transcript of testimony on its am application.

**By Hearing Examiner Annie Neal Huntting on April 30:**

Granted joint motion by applicants for continuance and dates designated for various procedural steps in **Terre Haute, Ind.**, ch. 2 proceeding are postponed as follows: For exchange of exhibits from May 1 to July 1; further prehearing conference from May 9 to July 9; and hearing from May 19 to July 21.

**By FCC**

Commission on April 30, on petition by **Midwest Television Inc. (WCIA) Champaign, Ill.**, extended time from May 7 to May 19 to file oppositions to petition by **Plains Television Corp.** for reconsideration of March 25 memorandum opinion and order denying petitions for rule making to delete ch. 3 fom commercial use at Champaign, Ill.

**By Hearing Examiner J. D. Bond on dates shown:**

Granted motion by Broadcast Bureau for various corrections to transcript of record of prehearing conference in **Hampton-Norfolk, Va.**, ch. 13 proceeding (Action April 29).

Scheduled further prehearing conference for 2 p.m., May 5 on am applications of **Knorr Bcstg. Corp., Lansing, Mich.**, et al. (Action April 29).

Granted requests by applicants for various corrections to transcript of record of further prehearing conference in **New Orleans, La.**, ch. 12 proceeding (Action April 30).

**By Hearing Examiner Hugh B. Hutchison on April 29:**

Granted petition by **Fox Valley Bcstg. Co., Geneva, Ill.**, for continuance of hearings from May 28 to June 9 on its am application, et al.

**By Hearing Examiner Basil P. Cooper on April 29:**

Granted petition by **Springfield Television Bcstg. Corp.**, for an extension of time from May 5 to May 9 to file proposed findings and

*Continues on page 111*

### COMMERCIAL STATION BOXSCORE

*As Reported by FCC through March 31*

| | AM | FM | TV |
|---|---|---|---|
| LICENSED (all on air) | 3,174 | 520 | 404[1] |
| CPS ON AIR (new stations) | 55 | 20 | 107[2] |
| CPS NOT ON AIR (new stations) | 88 | 72 | 106 |
| TOTAL AUTHORIZED STATIONS | 3,317 | 612 | 661 |
| APPLICATIONS FOR NEW STATIONS (not in hearing) | 418 | 49 | 73 |
| APPLICATIONS FOR NEW STATIONS (in hearing) | 109 | 10 | 55 |
| TOTAL APPLICATIONS FOR NEW STATIONS | 527 | 59 | 128 |
| APPLICATIONS FOR MAJOR CHANGES (not in hearing) | 239 | 22 | 41 |
| APPLICATIONS FOR MAJOR CHANGES (in hearing) | 36 | 0 | 15 |
| TOTAL APPLICATIONS FOR MAJOR CHANGES | 275 | 22 | 56 |
| LICENSES DELETED | 0 | 1 | 0 |
| CPS DELETED | 0 | 2 | 0 |

### SUMMARY OF STATUS OF AM, FM, TV

*Compiled by BROADCASTING through May 7*

| | ON AIR | | CP | TOTAL APPLICATIONS |
|---|---|---|---|---|
| | Lic. | Cps | Not on air | For new stations |
| AM | 3,174 | 65 | 81 | 556 |
| FM | 520 | 22 | 81 | 71 |
| TV (Commercial) | 404[1] | 107[2] | 109 | 128 |

### OPERATING TELEVISION STATIONS

*Compiled by BROADCASTING through May 7*

| | VHF | UHF | TOTAL |
|---|---|---|---|
| COMMERCIAL | 425 | 86 | 511[3] |
| NON-COMMERCIAL | 24 | 7 | 31[4] |

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 36 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

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## RADIO

### Help Wanted

**Stations selling** mailorder specialties to senior citizens send rates. Vern Baker, Elyria, Ohio.

*Management*

**Sales manager** wanted for top station in top New England market. Send reference, complete information, photo, and gross billing last 3 years. Box 177E, BROADCASTING.

*Sales*

**Wanted:** Full time salesman for Indiana station, earnings above average, particularly want idea type salesman, dependable and energetic, experienced in local and regional sales, write Box 218E, BROADCASTING.

**Commercial manager** for leading network station in medium size midwest city. Substantial weekly salary plus commission on billing. This is exceptional position. Send experience resume and recent picture to Box 270E, BROADCASTING.

**Texas small market** seeking commercial manager with announcing experience, ideas, executive ability. Start $4,800.00. Interview required. Box 279E, BROADCASTING.

**Chicago. Excellent opportunity** for man with outstanding radio sales record to earn well into 5-figure income. Good prospects for promotion to even bigger job in chain of 8 radio-tv stations. Send photo and history of billing and earnings to Walter Conway, WBEE, Chicago, Illinois.

*Announcers*

**Florida. Need experienced personality top dj.** Above average salary. Promotion minded station. Send tape, background. Box 721D, BROADCASTING.

**Announcer** for newly acquired radio station in medium-large eastern market. Must do strong record show with punch and enthusiasm. Mail complete resume and tape. Box 136E, BROADCASTING.

**Newsman** do you have, two years actual radio news beat experience, voice authority, mature thinking, journalism background, ability to meet people, ad lib interview ability. Are you married, 28 years old, do you want a responsible position with longevity with starting salary $430.00. Then answer this ad immediately for midwest power station. Box 201E, BROADCASTING.

**Staff announcer;** special shows and writing all types included. Single station market; start $80. Box 205E, BROADCASTING.

**At once!** Hard sell, versatile deejay! Experienced! News, music station, gimmicks. Send tape, background. Salary open. Box 267E, BROADCASTING.

**We're looking** for a good solid disc jockey with that "certain something" besides knowledge of "top 50" and a good voice. Must be able to attract adult audience in substantial aggressive Ohio market. Prefer responsible, experienced, married man. Basic salary plus a lucrative talent fee setup. Send tape and resume in confidence; material returned. Box 268E, BROADCASTING.

**Are you** a lively disc jockey looking for that step-up to a big market? A good newsman who likes production? Then, we're looking for you. Send tape and resume. Box 269E, BROADCASTING.

**South Georgia** full time independent has immediate opening for competent top quality announcer. $90.00 weekly. Box 276E, BROADCASTING.

**Fine opportunity** for young dependable, energetic announcer, in southeast Georgia 5,000 watt station. Box 300E, BROADCASTING.

**Immediate opening** experienced announcer top New England market. Want progressive gimmick and idea man. Have opening for two. No consideration without tape or audition. Box 308E, BROADCASTING.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Staff announcer** for 1000 watt daytime station in central Pennsylvania. Our man must be conscientious, promotion-minded. Send tape, details, now. Box 323E, BROADCASTING.

**Fast growing** eastern chain needs experienced announcers with executive potential. Require minimum one year commercial experience. Chain operate stations in small—medium and metropolitan markets. Above average wages, good working conditions. Modern equipment. Eventual personal interview a must. Send tape, photo, resume immediately. Box 324E, BROADCASTING.

**KBUD, Athens, Texas** needs experienced staff announcer. Start $300.00.

**Experienced sportscaster** wanted for high school and junior college football, basketball and staff announcing. Send resume, tape and salary requirements Frank O. Myers, Manager, KCMC, Texarkana, Texas-Ark.

**Hunt, fish, travel,** work and play in Buffalo Bill Land and Yellowstone Park. Write continuity, news, and do board work. Must know radio. KODI, Cody, Wyoming.

**Excellent opportunity** experienced morning man for small town full time independent. Should be from south or southwest and no tv ambition. Permanent with paid vacation, free hospitalization, mountain lake cottage, low living cost. Prefer send tape with resume and references. Telephone Prospect 7-3601. General Manager, KXAR, Hope, Ark.

**Good dependable** announcer with first class ticket to join staff of one of Florida's most progressive and fastest growing stations. Must have wide knowledge of good, top music, good ad lib, little maintenance required. Opportunity to grow with expanding operation. Wire or call collect Bill Clark, WHOO, Orlando, Florida.

**Sarasota, Florida** announcer with first phone. No maintenance. Send tape, etc. to WKXY, P. O. Box 2431.

**WMGW, Meadville, Pa.** seeks top-notch newsman-announcer immediately. Fine single station market of 30,000. Family man who likes small college city life. Unusually pleasant living conditions, Lake Erie area. Substantial growing prestige organization. Send tape, resume to Jim Strickler, Manager.

**Morning and afternoon announcers.** Top Hooper and Pulse station. Combo operation. Adult music and news with excellent library. Tape, resume, and actual salary expected with first letter. Tapes returned. WRTA, Altoona, Pennsylvania.

**Immediate opening** for an announcer who knows music, news, tight production. Excellent opportunity in ideal climate. Send tape and resume with first letter to WSGA, Savannah, Georgia.

*Technical*

**Chief engineer** single market southern network station using remote control. Inquiries confidential. Box 214E, BROADCASTING.

**Wanted**—throughly experienced fm engineer with first ticket. N. Y. vicinity. Box 316E, BROADCASTING.

**Offering** a substantial salary and stable position to young man with first phone. Light maintenance. Some announcing. Expanding operation. Chance for chief. Personal interview only. Call Weston, W. Va. 1555.

*Production-Programming, Others*

**Metropolitan** top-rated station needs alert all-around girl Friday. A real opportunity. Write General Manager. Box 747D, BROADCASTING.

## RADIO

### Help Wanted—(Cont'd)

*Production-Programming, Others*

**Program director.** Need wide-awake man for newly acquired radio station in medium-large eastern market. Must be thoroughly imbued with modern independent news and music concept. Some air work. Send full resume and tape. Box 133E, BROADCASTING.

**Mr. News Director!** Can you see beneath the surface news—get behind handouts? Are you a newsman who always knows what's going on? We need such a man. Why not apply and discuss your ideas? Send resume, photo Box 179E, BROADCASTING.

**Executive secretaries** with knowledge and experience in the fields of radio and television broadcasting. Must be able to assume office responsibilities as right hand to top executives in major broadcast operation. Stimulating, interesting, rewarding work for qualified girls with extensive backgrounds in this field. Please furnish detailed resume in reply. All inquiries in strict confidence. Box 253E, BROADCASTING.

**Sales promotion manager** for top-flight major market, radio-television operation. Must be thoroughly experienced in all phases of sales promotion, advertising and research. This is an excellent and rewarding opportunity for qualified man in this field. All replies held in confidence. Box 254E, BROADCASTING.

**Medium market vhf** seeking good copy writers, directors, and production people. Mid-south. Full power operation. Box 262E, BROADCASTING.

**Continuity.** Able to write copy that sells, make up books, etc. Leading metropolitan independent station, north central region. Permanent position. Send complete resume of background and experience, samples of copy, present and expected salary, and references, which will not be contacted without your consent, and attach small photo. Confidential. Box 297E, BROADCASTING.

**News director** wanted immediately. Send tape, experience, references. WFAH, Alliance, Ohio.

**Newsman** radio and television, capable leg and air man with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85.00 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. STerling 2-1145.

## RADIO

### Situations Wanted

**Fully experienced** team willing to take over station on percentage basis. Men (both early 30's), good voices, strong on sales and ideas, first phone, play-by-play sports. Wives—run office, musical background, woman's show. Box 264E, BROADCASTING.

**Available after May 12th** for tv and radio shows. Also remote broadcasting from clubs, theatres, lounges, etc. Mr. Versatility Show and The Swinging Dean Show. Tapes, pictures and details upon request. Hollins Associates, 4700 Kenwood, Suite 602, Chicago 15, Illinois.

*Management*

**Manager, presently employed.** 16 years experience radio manager, program director, television manager, commercial manager, also network and agency. Best references all employers. Box 948D, BROADCASTING.

**Proven:** 13 years personality, production, programming, sales! Can build top-rated position fast. Invest in, supervise radio, medium Texas market. Employed family man. Box 991D, BROADCASTING.

**Manager,** sales manager, salesman, top announcer, newsman. First phone. Available now. Resume. Tape. Picture on request. Box 190E, BROADCASTING.

## RADIO

### Situations Wanted—(Cont'd)

*Management*

**Experienced,** enthusiastic selling manager; now employed top metropolitan market; want smaller northwestern U. S. or Canadian market only; management, production, promotion; 33, stable, family man. Box 194E, BROADCASTING.

**Small market manager-salesman** available June 1st. Prefer Georgia, Florida, south. Married, family man with 15 years experience in selling and management. Would consider investing if a good market. Box 294E, BROADCASTING.

**Station manager** eastern city 20,000 seeking change. Prefer similar situation, however, will consider sales management larger market. Exceptionally strong on sales, proven record, excellent references, 31, family man. Box 295E, BROADCASTING.

**Station manager,** exceptional background programming, heavy sales, administration, public relations looking for central United States market. Fourteen years experience. Thirty-eight and family man. Presently in management, of course. Box 304E, BROADCASTING.

**General manager:** Established industry recognized ability and experience with top personal sales record, four major markets, fifteen years. Now sales manager metropolitan vhf. Radio—make me an offer. Box 309E, BROADCASTING.

**Manager.** 15 years radio all phases, 8 as general manager. 36, married, family. Western states. Gene Ackerley, 1231 Toluca, Alliance, Nebraska.

*Sales*

**Go-getter,** experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 174E, BROADCASTING.

**Salesman,** married, college, 23 years old, leaving military, college experience only, but, much ambition. Sell ideas, not time. Available mid-July. Box 196E, BROADCASTING.

**Family man,** 30, proven sales record, 2 years with New York representative. 3 years with New York metropolitan independent station calling on top agencies. Well-known in industry. Let's talk. Box 203E, BROADCASTING.

**Sales-self starter.** Can write own copy. Have first ticket. Box 303E, BROADCASTING.

**Salesman—air salesman** who knows business. Grosses one hundred thousand yearly. Desires to relocate in or near pleasant resort area. Sound radio operations only. Box 319E, BROADCASTING.

**Sales manager** with program director experience. Sharp, fast pace on air delivery. 29, married, seeks permanent position, $125.00 week draw. Increased last station's billing 35% in one year. James L. Austin, 3415 South Vine, Wichita 19, Kansas. Phone Lyric 1-1757.

*Announcers*

**Sports announcer** baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

**Vacation problems?** College student. Experienced. Announcer, record-librarian, news. Third-class permit. June 1 thru September 1. Tape, resume and references. Box 114E, BROADCASTING.

**Negro dee jay.** Good board man. Fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 172E, BROADCASTING.

**D.J. announcer.** Go anywhere. Ready now. Run own board. Can sell, too. Steady—no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 173E, BROADCASTING.

**Girl-personality,** d-j, run own board. Eager to please. Free to travel. Gimmicks and sales. Box 175E, BROADCASTING.

**First phone** announcer, young family man, one year experience, prefers east. Seeks advancement. Available 6 weeks after acceptance. Box 200E, BROADCASTING.

**Wanted:** Station upper-midwest, Great Lakes area. $85.00 starting. WDGY types, forget this! Pleasant (team-type) working conditions. Available: Immediately, five years experience, two jobs, excellent training. Good dj, newscaster. Good board work. Married to traffic-continuity girl Friday. There's more, too. Write Box 216E, BROADCASTING.

## RADIO

### Situations Wanted—(Cont'd)

*Announcers*

**Summer replacement announcer.** Experienced. Mature. Taught radio. Copy experience. Tape. Box 224E, BROADCASTING.

**Internationally experienced** announcer with good news delivery and comprehensive knowledge of music—good pop and classical—seeks position with good music station. Preferably west coast. Reply Box 247E, BROADCASTING, stating needs and salary.

**Experienced announcer.** News, commercials, disc jockey, 2 degrees. Available immediately. Box 266E, BROADCASTING.

**Country dj.** Outstanding air personality, radio and tv, sincere selling, highly respected in the trade. Eight years with present employer who will furnish highest references. Box 278E, BROADCASTING.

**Beginner,** desire position as announcer, good potential in writing and production. Prefer midwest or east. Box 282E, BROADCASTING.

**Negro, dj,** run own board, versatile. Short on experience long on ambition. No drifter! Salary secondary to opportunity. Will relocate. Audition tape on request. Box 283E, BROADCASTING.

**Experienced staff announcer,** married. Second phone. Good versatility, newscasting, sportscasting, dj, reliable. All offers considered. Box 284E, BROADCASTING.

**Young staff announcer** strong dj. Thoroughly trained in all phases. Run own board. Tapes and resume avaliable. Box 285E, BROADCASTING.

**First phone announcer.** Emphasis air work. Five years experience as news director, deejay, chief engineer. Wife also experienced air and copy if needed. Box 286E, BROADCASTING.

**Disc jockey;** original format; college; adult style; good resonant voice; 5 years experience. Box 290E, BROADCASTING.

**Reporter-newscaster,** competent in all phases radio coverage, seeks larger city radio and/or television. Box 291E, BROADCASTING.

**Young announcer—**with potential and some experience wants chance to grow with good operation. Veteran—single. Box 293E, BROADCASTING.

**Experienced negro** dj—sales appeal. High Pulse rating—available now. Go anywhere. Box 296E, BROADCASTING.

**Mature, well-experienced** dj, strong news, commercials, some play-by-play, single, no floater. Now employed but opportunity limited. $380.00 month minimum. Some selling desired. Box 298E, BROADCASTING.

**Deejay, pops—standards.** Newscaster. Experienced, married, college. Minimum $70. Relocate Michigan, Ohio, Indiana, any eastern state. Negro. No accent. No jivetalk. Box 299E, BROADCASTING.

**Highly recommended** announcer-dj needs employment. Negro. Versatile, all phases. Box 302E, BROADCASTING.

**Married, college graduate.** Experienced announcer, news, record-librarian. Desires employment from June 30 through October 1, or major part thereof. Tape, resume and references. Box 310E, BROADCASTING.

**Announcer-dj,** 2 years experience, wishes weekend work near N. Y. C. Box 313E, BROADCASTING.

**Personality announcer,** desires progressive station with chance for advancement. (Maryland, Delaware, Virginia preferred), 4 years experience. Ready for better position. References, resume and tapes. Fight the recession, invest 3¢ and get the full story. Box 314E, BROADCASTING.

**Stop!** Do you want a first class dj with experience? Then I'm your man. Write now! Box 315E, BROADCASTING.

**Announcer** with bounce and enthusiasm. One year experience with A.F.R.S. Salary second to opportunity. Single, will travel! Tape, photo and resume upon request. Box 317E, BROADCASTING.

**Disc jockey beginner.** Radio school graduate. Salary secondary to opportunity. Eager to please. Family man. Box 320E, BROADCASTING.

**Radio and tv school graduate** seeks initial position. Experience dj, news, commercial copy, sports, operates own board. Holds restricted ticket. Young, single, veteran, travel anywhere. Box 321E BROADCASTING.

## RADIO

### Situations Wanted—(Cont'd)

*Announcers*

**DJ/announcer,** previous experience 50,000 watt metro-indie. Afternoon shift in top three Pulse ratings. Best agency references. Salary open. Box 125E, BROADCASTING.

**Announcer,** seeks first position. r & tv school grad. Trained dj news, comm., copy, board operation. Restricted ticket. Young, single, vet. Will travel. Box 322E, BROADCASTING.

**Seeking job** as staff announcer, 33, married, pleasing voice personality. Two years experience in good mid-west commercial market. Pesently employed. Would like opportunity in Florida. Box 326E, BROADCASTING.

**Announcer, experienced,** first phone, professional newscast, bright dj, college, married. Box 327E, BROADCASTING.

**Young man** presently employed as part time announcer (weekends) and continuity. Full time traffic. Am looking for full time announcing with experience but willing to learn. 23, single, college graduate, vet. Write P. O. Box 196, Sioux Falls, S. Dakota.

**Excellent announcer,** news, sportscaster. 15 years all phases broadcasting. Network major league baseball. National league club net 3 years. On staff top 50 kw outlet 3 years. News and commercial writing. Most anxious for position leading to management level. Full particulars available through RCB, Suite 212, 300 Mt. Lebanon Blvd., Pittsburgh 34, Penna.

**Combo-first phone.** Writer. Sales. Utilityman. Some experience. Need more. Anywhere. E. Friend, General Delivery, Interbay Station, Tampa.

**Summer replacement:** College junior. Experience in commercial radio as combo man—will travel. Ross Hadley, 2260 Shannon, Adrian, Michigan.

**Staff announcer** board operator, all staff duties. Prefer Virginia, Carolinas or Georgia. Fred Jobe, 737—11th Street, N. W., Washington, D. C.

**Wanted job in radio,** announcer, combo, first phone, married, vet, 27, recent radio school graduate, will travel. Frank Lay, 1006 N. Mariposa, Los Angeles, Calif. NO. 4-6582.

**Summer announcing**—writing work sought by college junior, manager college station. Experience includes seven years announcing-writing; one year servicing accounts, writing copy. Available June 10th. Tape, resume, photo on request. Write Bill Taylor, Box 64, Haverford College, Haverford, Pennsylvania. Thanks for your interest.

**Staff announcer** with 3 years experience. Dependable family man. For tape write Peter Ward, Rio Trailer Park, Charlottesville, Va. Will accept first reasonable offer. Position must be steady.

**Need help?** I'm available June 10 to Sept. 1. Adaptable, willing learner. Year experience. Tape available. Dave Wulp, Carleton College, Northfield, Minnesota.

*Technical*

**20 years** am-tv-fm, administration, personnel. Technical to 50 kw. Offer economical maintenance, construction and operation. Looking for a change after 7 years. Box 260E, BROADCASTING.

**Straight technical work.** 10 years experience, including 5 kw and 8 years chief engineer. Box 288E, BROADCASTING.

**Chief engineer:** Old school experience—clean installation, maintenance and routine operation. Seeking permanent position with liveable salary for myself and family. Box 301E, BROADCASTING.

**Chief engineer,** fifteen years, EE Degree, experienced all phases radio broadcasting including high power, directionals, fm, construction. Conscientious, sober with proven know-how and executive ability. Desire position with future. Box 306E, BROADCASTING.

*Production-Programming, Others*

**Program director**—My eight years radio-tv experience will make me an asset to you. Let my Storz type and Westinghouse experience pay off for you. Top dj, looking for progressive station that wants to go up in metropolitan market ratings. Position must have authority as well as title. Let's get together. Tape and resume or personal interview available. Box 256E, BROADCASTING.

**Need a girl Friday?** Experience on program department, as record lib., in news, and typing in small station. Box 263E, BROADCASTING.

# RADIO

## Situations Wanted—(Cont'd)

*Production-Programming, Others*

**News:** Take over operation, or build from scratch, reliable, sober, married. Prefer near coast, any coast, but will carefully consider all. Must offer security. Please tell all, including salary. 10 successful years experience. Box 271E, BROADCASTING.

**Photographer, newsman** with own sound, silent, and still equipment. Presently working in tv, looking for more opportunity. College, single, willing to travel. Box 277E, BROADCASTING.

**News director,** ten years broad experience. Professional delivery. Age 29, married, settled. Excellent references, journalism, radio. Prefer aggressive midwestern. Write Box 280E, BROADCASTING.

**Experienced radio newsman,** 2 years. Writing, editing, tapes. Some air work. Currently employed metropolitan market. Interested in tv news, also. Married, 24. SDX, AFTRA. Can furnish resume, tape and photo. Box 281E, BROADCASTING.

**News or program director;** 6 years experience; B.A.; excellent writer; authoritative bass voice; dynamic ideas. Box 289E, BROADCASTING.

**Newsman; gather, write,** deliver authoritative, intelligent newscasts. 6 years solid experience, all phases. College graduate; family. Prefer radio-tv news combination. Presently employed major market. Box 312E, BROADCASTING.

**Program director,** production manager, announcer/director. Can fill any of these jobs. Presently in medium market as head of program dept. Looking for permanent location. Box 325E, BROADCASTING.

# TELEVISION

## Help Wanted

*Sales*

**A fast growing network** affiliated eastern vhf station needs a hard hitting, self-starting, show-the-way type of local salesman to head up, and show a local staff how to score. Are you the man? Write Box 962D, BROADCASTING.

**Opening** for experienced television salesman. NBC station ranking number one in a three-station market. Must have initiative, creativity, and ability to work against competition. Salary $125 weekly plus car allowance and expenses. Box 287E, BROADCASTING.

**VHF in top 50 market** southwest has opening for experienced self starting salesman. High commission with salary. Send complete resume with picture to Box 292E, BROADCASTING.

*Announcers*

**California vhf** 3 network station needs announcer at once who is versatile, stable and easy to get along with. Must be top air salesman, and willing to do other jobs in addition to announcing if needed. Excellent working conditions and profit participation plan. Do not phone, rush airmail photo—tape—U-½ and all reference in first letter to Gary Ferlisi, KSBW-TV, P. O. Box 1651, Salinas, California.

*Technical*

**Can you qualify** as assistant chief engineer of full power tv operation? Midwest location. Excellent working conditions. Send resume with present and expected salary to Box 109E, BROADCASTING.

**Assistant chief engineer** for large northeastern television station. Must have EE Degree, be under 33 years old and have experience. $10,000.00 for right man. Box 178E, BROADCASTING.

# TELEVISION

## Situations Wanted

**TV talent package.** One experienced organist. One announcer, salesman, singer, ventriloquist. 2 versatile experienced radio men to work together on tv station. Personal interview desired. Box 329E, BROADCASTING.

# TELEVISION

## Situations Wanted—(Cont'd)

*Managerial*

**Manager,** 16 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over 100%. Also agency and network experiences. Best references. Box 780D, BROADCASTING.

**Studio facilities manager,** 7 years television, 6 years theatre technician. Manage scene and prop shops and studio staging and lighting. Box 245E, BROADCASTING.

*Announcers*

**Newsman,** 8 years experience, 2½ television. Have built top rated news show in 3 station market. Want to move up. Tom Miller, KWWL-TV, Waterloo, Iowa.

*Technical*

**TV technician,** first phone, desires summer or permanent employment. Willing to travel. Resume upon request. Box 265E, BROADCASTING.

**Mature chief engineer** desires to make change. Experienced in planning, construction, operation, maintenance am-fm-tv, directionals, measurements. Prefer supervisory position. Box 273E, BROADCASTING.

**First phone,** two years college (electronics), studio, transmitter experience, some announcing. Family. Walter Andrus, KSBY-TV, San Luis Obispo, Calif.

*Production-Programming, Others*

**Projectionist** or film position desired. College, two-year tv production course. Available June 20. Box 305E, BROADCASTING.

**Photographer,** 5 years experience. Now employed, highest reference. Has still and SOF equipment. Box 328E, BROADCASTING.

## FOR SALE

**1958 radio station** plan book. Five complete floor plans. Practical, economy minded, proven. $3.75 postpaid. Station Planning Service, Box 2001 Station A, Fort Wayne, Indiana.

### Stations

**Upper N.Y.S.,** 1000 watt regional daytimer, 90,000 population within .5m/v contour, on air 6 months, for further information write, Box 307E, BROADCASTING.

**Small market station,** north Alabama. Good gross, excellent equipment, in growing market. $65,000—29% down. No brokers. Box 107E, BROADCASTING.

**Waiting buyers,** listings wanted, Hollingsworth Co., Inc., "Guess The Lucky Secret Word," Program 514 Hempstead Ave. W. Hempstead, N. Y.

**Norman & Norman, Inc., 510 Security Bldg.,** Davenport, Iowa. **Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.**

**Write now** for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

*Equipment*

**1—320A Dage Camera Chain** 1—300D Dage Camera Chain, 1—410A Dage Sync Generator, 1—16mm Kodak K100 Movie Camera, 1—Pan-Cinor—Variable Focus Lens plus flood light and other miscellaneous studio equipment all at substantial discount. Box 240E, BROADCASTING.

**Transcription library.** Standard small library of pops and standards. New condition. Approximately 1,000 selections. Asking $585.00. Box 261E, BROADCASTING.

**Bankruptcy sale**—Assets of A-V Manufacturing Co., Bankrupt and Audio & Video Product Corp., Bankrupt. Underwriters Salvage of N. Y., Official U. S. Auctioneer, Southern District of N. Y. sells May 16, 1958 at 10:30 A. M. at 121 6th Avenue, N. Y. Instrumentation heads. Power supplies, amplifiers, filters, transformers, filament supplies, heat beat mike control boxes panels, air borne electronics, Tele-arc #301 slide projector. Inspection May 16, 1958, after 9 A. M. Box 330E, BROADCASTING.

## FOR SALE—(Cont'd)

*Equipment*

**Ampex 350-TU, $1627;** 600, $398; 620, $119; Concertone #23(833) $695 & $595; 601P; 601-2P. Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

**4—Gates CB-11** 3-speed turntable chassis at $85 each. In excellent condition. Write M. E. Case, KVOL, Lafayette, Louisiana.

**Two RCA TP16D** projectors good condition both for $2,950. Contact Chief Engineer, WALA-TV Mobile, Alabama.

**General Electric** complete ike chain and synchrolite projector for sale. Contact O. W. Towner, WHAS, Inc., Louisville, Kentucky.

**Two dishes,** two Dipoles and two Radomes that fits KTR-1000 Raytheon microwave transmitter and receiver. Write or call Harvey Mason at WITN, Washington, North Carolina.

**Western Electric 110-A** limiting amplifier. An old timer but in perfect operating condition. $75.00. WTXL, West Springfield, Mass.

**Ampex 350 full track.** Very late model. Little used. Reasonable. Also 601. Grant, 2336 Commonwealth, Chicago, Illinois.

**Weather warning** receivers—for Conelrad and disaster weather warnings. Air Alert II—$46.50; Air Alert I—$89.50. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

**For sale:** Ampex 350, 3-052, 600, 60, 601-2 and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

**WE 5 kw transmitter,** type 104C modified to 5C with crystal for 740 kc. $1,500 Florida location. May Brothers, Binghamton, N. Y.

**Sealed bid offer:** HWY-7223, 10:00 A.M., May 30, 1958: Sealed bid will be received in the State Board of Control, Office of Chief Clerk, Capitol Bldg., Austin, Texas, until 10:00 am, May 30, 1958, covering the sale of radio tower, building, fence and pump house belonging to the Texas Highway Department located at Seguin & Artesia Rds., San Antonio, Texas, and may be inspected by contacting Mr. F. M. Davis.

**12 assorted towers,** 165-300 ft. All makes. Most like new. Priced $1,000 to $6,000. Write for list. May Brothers, Binghamton, N. Y.

## WANTED TO BUY

**Need cash?** Convert your unproductive transmitter site into cash, get advantage of tax deductible lease back arrangement. You retain ownership of towers, equipment and building for depreciation. If your land is free and clear send details and cash desired. We will forward our cash offer and lease details. Write Box 257E, BROADCASTING.

### Stations

**Station manager** and chief engineer currently with metropolitan market station wants to buy radio station in southwest small town. Have limited down payment. Box 311E, BROADCASTING.

*Equipment*

**Transmitter,** am, 5 kw, used. In good condition. Must be air cooled and not over 12 years old. Urgent. Give full details. Box 274E, BROADCASTING.

**1000 watt** fm amplifier. KYFM, 4516 North Libby, Oklahoma City, Okla.

**We are looking** for a used-vhf-tv transmitter to be used as a standby unit. Any power to 5 kw will be considered. Write, Rudy Hughes, Chief Engineer, WCSC-TV, P. O. Box 186, Charleston, South Carolina.

**Need used** 5820 Image Orthicon tubes. Please state price, condition, and hours of service. Patrick S. Finnegan. Chief Engineer, WLBC-TV, Muncie, Indiana.

**Used consoles wanted** (two). Give model, age, condition and price. WTXL West Springfield, Mass.

## MISCELLANEOUS

**Lease option** small market station northwest U. S. Box 195E, BROADCASTING.

**Wanted**—investors. GI, 25, married, discharged soon seeking investors for small radio station. Previous electronics business experience. Excellent investment. Write P. O. Box 754, Richland, Wash.

**H.M. Von Reitter Bowley,** television and radio bingo game sheets. P. O. Box 1871, Hollywood 28, California.

## INSTRUCTIONS

**FCC first phone** preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

**Since 1946.** The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

## RADIO

### Help Wanted

**TO THE YOUNG**

**(And the young in heart)**

The Plough, Inc. Stations are always looking for men who love to perform—men capable of projecting a warm and enthusiastic personality. You furnish us with enough sound professional experience and an irrepressibly, friendly personality. We will show you how to use it to *your* best advantage and ours at one of the Plough, Inc. Stations:

**WCAO**
**Baltimore**

**WCOP**
**Boston**

**WJJD**
**Chicago**

**WMPS**
**Memphis**

Immediate openings! Send all tapes and resumes to:

**Gene Plumstead**
**National Program Director**

**Plough, Inc. Stations**
**WMPS**
**Memphis**

*Management*

**Outstanding Opportunity**

for aggressive salesmanager or top salesman with management potential as salesmanager of fine station in single station market of 30,000. Must like small city life. Career opening. Eastern college city with unusually pleasant living conditions. Great Lakes area. Substantial new prestige organization planning to purchase additional stations. We expect to pay $7500-$10,000 or better on a good base plus strong incentive basis for the right man who can attain reasonable sales objectives. Present billing over $100,000. Must be available immediately or shortly. Please write or wire full details to Box 318E, BROADCASTING.

## RADIO

### Situations Wanted

*Announcers*

**IS TALENT IN YOUR FUTURE!**

We invite you to contact us. Husband and wife team, experienced every phase music end show biz, deejays two years. Sing, create jingles, choose records by listening, not from charts. Enjoy keeping housewives and sponsors contented. Money isn't everything. Available soon.
Box 255E, BROADCASTING

**NEED A D. J.?**

**B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:**
**Milt Stillman, Placement Service**
**Broadcast Coaching Associates**
**1639 Broadway, Capitol Theatre Bldg.**
**N. Y. C. 19, N. Y.**
**JUdson 6-1918. No charge for either party.**

*Production-Programming, Others*

**PROGRAM DIRECTOR**

Total 13 years experience with net affiliates and independent. Last 2½ years with McLendon Chain in Texas as D. J. and Program Director. Creative, audience building ideas with plenty of sales appeal. Promotion and production minded, 30 year old, family man looking for new opportunity.
Box 241E, BROADCASTING

## TELEVISION

### Help Wanted

**Radio-TV Creative Manager**
**$25,000 Plus**
4 A Agency, New York City. Top level management and client contact experience; broad campaign planning; talent, etc.; under 45.
HENRY SCHAPPER AGENCY
*Personnel for the Communication Arts*
15 East 40th Street, New York 16, N.Y.
Murray Hill 3-8626
*Paul Baron For Radio-TV-Film-Advertising*

## FOR SALE

### Stations

**FOR SALE — in America's most Dynamic Market Miami, Florida.**
**5000 Watts**
**1260 K.C.** **W-M-M-A**
**Excellent Signal with Top Coverage. All new equipment: 15 acres on 8 lane Palmetto By-Pass: Small studio-transmitter building. Priced reasonable. Write or Wire — Keith Moyer, Owner: TU 7-0161.**

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946**
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
**HOWARD S. FRAZIER, INC.**
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

## FOR SALE—(Cont'd)

*Equipment*

**AVAILABLE IMMEDIATELY**

Complete Volkswagen Mobile Unit—good condition, including three-channel console, turn tables, PA system, Powerstat, ¾ ton air conditioner, Transmitter and receiver (15 watt output—frequency range 100 to 10,000 cps, 160 MC). Drive it home — ready to go . . . $2,250.00 cash. Contact

**WPDQ**
Jacksonville, Florida

**Western Electric Type Program-Operated Peak Limiting Amplifiers**

**Identical to W. E. Co. 1126C Peak Limiting Amplifiers. Manufactured for the United States Army Signal Corps. These amplifiers are new in the original cases. Each consists of; an amplifier, control panel and regulated power supply. Arranged for 19 inch rack mounting.**

**Never again at this low price—$160.00 each.**

**Metropolitan Telephone Supply Corp.**
**964 DEAN STREET**
**BROOKLYN 38, NEW YORK**
**NEVINS 8-5900**

**TAPE RECORDERS**
**All Professional Makes**
**New—Used—Trades**
**Supplies—Parts—Accessories**
**STEFFEN ELECTRO ART CO.**
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

## EMPLOYMENT SERVICES

**COME SOUTH!**

Mississippi Broadcasters Association, membership over 60 stations, have openings for all phases of broadcasting, including management. If you would enjoy living in leisurely mild climate with excellent working conditions and good pay contact **Mississippi Broadcasters Placement Service (no fee), Paul Schilling, WNAT, Natchez, Mississippi.**

**Anyone knowing the whereabouts of Joseph H. Hill, please contact Sheriff Les Bird, Adams County, Hettinger, North Dakota.**

reply or rebuttal findings on or before May 19 re application of **Triangle Publications Inc. (WNHC-TV** ch. 8), **New Haven, Conn.**

**By Hearing Examiner**
**Charles J. Frederick on April 29:**

Granted petition by Broadcast Bureau for extension of time from April 29 to May 13 to file its proposed findings and reply findings required to be submitted by May 13 shall be submitted on May 27 on am application of **Williamsburg Bcstg. Co., Williamsburg, Va.**

**By Hearing Examiner**
**H. Gifford Irion on April 30:**

Granted petition by Broadcast Bureau for extension of time for filing proposed findings and suggested corrections to transcript from April 30 to May 5 and to May 19 for replies re am applications of **Northside Bcstg. Co.,** and **Southeastern Indiana Bcstrs. Inc., Jeffersonville, Ind.**

## BROADCAST ACTIONS

**by Broadcast Bureau**

**Actions of May 2**

**WFDF Flint, Mich.**—Granted license to use old main trans. as alternate main trans. at present main trans. site.

**KTRE Lufkin, Tex.**—Granted license to use old main trans. as auxiliary trans. at present location of main trans. and operate transmitter by remote control.

**KNOP North Platte, Neb.**—Granted mod. of cp to change trans. and studio locations; change ERP to vis., 25.9 kw, aur.. 13 kw, ant. height 630 ft. change type of trans. ant., and other equipment change; waived Sect. 3.613(b) of rules.

**WDOD-FM Chattanooga, Tenn.**—Granted request to cancel license. Call letters deleted.

**KWOS-FM Jefferson City, Mo.**—Granted request to cancel license. Call letters deleted.

**KTXC Big Spring, Tex.**—Granted authority for 30-day extension to remain silent pending completion of sales contract with **Ron Litteral.**

Following stations were granted change of sign-off time as shown: **WLRP New Albany, Ind.,** 7:00 p.m. CDST, May 1 through Aug., except for special broadcasts; **WADK Newport, R. I.,** 7:30 p.m. EDST, beginning April 28 and termination Sept. 30; **WGYV Greenville, Ala.,** 6:00 p.m., local standard time, from May 15 through August 31; **KTKR Taft, Calif.,** 6:00 p.m. beginning April 24 for period of 60 days pending action on formal application for limited hours to be filed within two weeks.

Following were granted extensions of completion dates shown: **WCHU (TV) Champaign, Ill.** to 11-19; **WARD-TV Johnstown, Pa.** to 11-13; **WFBC-TV Greenville, S. C.,** to 9-15.

**KGAS Carthage, Tex.**—Granted authority to operate trans. by remote control.

**Actions of May 1**

**WISV Viroqua, Wis.**—Granted license for am station.

**KAJO Grants Pass, Ore.**—Granted license for am station.

**KJEF Jennings, La.**—Granted license covering increase in daytime power from 500 w to 1 kw.

**KPLA Los Angeles, Calif.**—Granted cp to install new trans. as alternate main trans. at present location of main trans. and operate by remote control.

**WBZ-FM Boston, Mass.**—Granted cp to install new type trans.; conditions.

**WTVJ Miami, Fla.**—Granted mod. of cp to modify modulation system of main trans.

**KYW-FM Cleveland, Ohio**—Granted mod. of cp to change type trans.

**WLOL-FM Minneapolis, Minn.**—Granted mod. to conduct background music service on multiplex basis.

Following were granted extensions of completion dates as shown: **KOPR-TV Butte, Mont.** to 11-11; **KATT Pittsburgh, Calif.** to 6-15; **WSCM Panama City Beach, Fla.,** to 6-30; **WPCF Panama City, Fla.** to 5-20; **KOXR Oxnard, Calif.** to 11-21; **WSIG Mount Jackson, Va.** to 11-19; **KGMS-FM Sacramento, Calif.** to 8-16; **KNOB Long Beach, Calif.** to 6-27; **WVBR-FM Ithaca, N. Y.** to 8-19; **WMUB Oxford, Ohio** to 9-24; **WNSM Valparaiso-Niceville, Fla.** to 8-30.

**KOOO Omaha, Neb.**—Granted authority to sign-off at 6:30 PM, CST, May through August due to economic and manpower problems.

**Actions of April 30**

**KXLW Clayton, Mo.**—Granted acquisition of positive control by **Richard J. Miller** through purchase of stock of **Big Signal Radio Bcstg. Co. Inc.** (controlling stockholder of licensee) from **George Eng.**

**KGLC Miami, Okla.**—Granted acquisition of positive control by **John A. Robinson** et al as surviving trustees under the will of **George L. Coleman Sr.,** as a group in privity, through purchase of stock from **John R. Stevenson.**

**KWPR Claremore, Okla.**—Granted license for am station.

**WHYL Carlisle, Pa.**—Granted mod. of cp to change ant.-trans. location and type trans.

**KMCS Seattle, Wash.**—Granted authority to operate trans. by remote control.

**KGLA Los Angeles, Calif.**—Granted authority to operate trans. by remote control.

**Actions of April 29**

**WICK Scranton, Pa.**—Granted change of remote control authority.

Following stations were granted change of sign-off time as shown: **WMIL Milwaukee, Wis.,** 8:00 PM DST, May through August; **KJAN Atlantic, Iowa,** 7:00 PM May through August; **WSWW Platteville, Wis.,** 6:30 PM, CDST, effective May 1 and ending Sept. 30, except for special programming; **KMIL Cameron, Tex.,** 6:00 PM, CST, for period ending Sept., except for special events when operation may continue up to licensed sign-off time; **WPTS Pittston, Pa.,** 7:00 PM May through Sept.; **WCNX Middletown, Conn.,** 6:00 PM, EST, for summer months ending Aug. 31.

**Actions of April 28**

**WCMA Corinth, Miss.**—Granted acquisition of positive control by **Aaron B. Robinson** through purchase of stock from **Cecil G. Murdock.**

**KLTV (TV) Tyler, Tex.**—Granted assignment of licenses to **Lucille Ross Buford,** et al d/b as **Channel 7 Co.**

**WBOY-TV Clarksburg, W. Va.**—Granted license for tv station; ERP vis. 120 kw, DA, aur. 66.1 kw, DA.

**KVIQ-TV Eureka, Calif.**—Granted license for tv station and redescribe studio location (same as trans. site—no change).

**WMDE Greensboro, N. C.**—Granted license for fm station.

**KAPR Douglas, Ariz.**—Granted license for am station.

**KGUL-TV Galveston, Tex.**—Granted mod. of license to specify station location in **Houston, Tex.** in lieu of Galveston, Tex.; main studio location as 1900 Prudential Bldg., Houston, Tex. in lieu of 11 Video Lane, Galveston, Tex.

**WBOY-TV Clarksburg, W. Va.**—Granted cp to change studio location from **Pinnickinnick Mt.,** Clarksburg, W. Va. to 912 W. Pike St., Clarksburg, W. Va.

**WRTI-FM Philadelphia, Pa.**—Granted cp to increase ERP to 790 w, installation new trans., operate trans. by remote control and make changes in ant. system; ant. height 125 ft.

**WNOW-TV York, Pa.**—Granted mod. of cp to change ERP to vis. 10.2 kw, aur. 6.03 kw; change type of transmitters and make other equipment changes.

**KRTV (TV) Great Falls, Mont.**—Granted mod. of cp to change ERP to vis. 0.6 kw, aur. 0.3 kw; change type transmitters, make other equipment changes and change name to **Rocky Mountain Bcstrs.**

**WDBO-FM Orlando, Fla.**—Granted mod. of cp to install new type ant.; conditions.

Following stations were granted change of sign-off time as shown: **WPEO Peoria, Ill.,** 7:00 PM, DST, weekdays and 7:00 AM to 7:00 PM Sundays effective 4-28; **WSHE Sheboygan, Wis.,** 6:30 PM local time effective 4-27 for period ending August except for programming of public interest up to licensed sign-off time.

**WCKR-FM Miami, Fla.**—Granted extension of authority to remain silent for additional 90 days from 5-1.

**WQAL Philadelphia, Pa.**—Granted extension of completion date to 11-19.

**WYLD New Orleans, La.**—Granted extension of completion date to 7-15.

## MILESTONES

► WEW St. Louis observed 37th anniversary April 26.

► Mrs. Frances Minton, San Francisco, honored at testimonial dinner given by broadcasting industry of Northern California. Mrs. Minton marks 35th year in radio broadcasting and 30th year as radio's "Ann Holden."

► Elmer A. Knopf, acting general manager, WFDF Flint, Mich., honored for 25th year of station service.

► John Schneller, tv mixer for CBS-TV in Hollywood, and Ed Olds, transmitter engineer for KNX Hollywood, mark 20th anniversary in broadcasting. Both men joined Hollywood engineering staff of CBS in 1938.

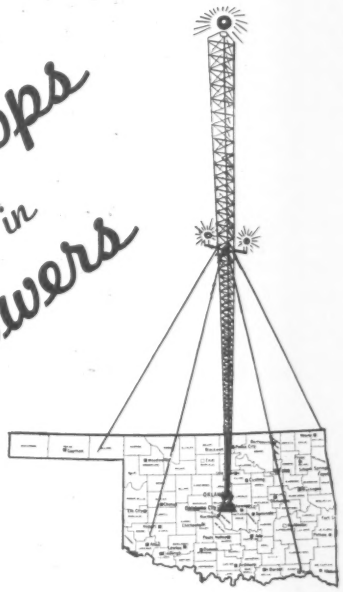
► Twenty years ago Dr. Allen B. DuMont introduced America's first commercially available electronic tv receiver.

► WEWS (TV) Cleveland presented its 520th consecutive Sunday amateur program, *Giant Tiger Amateur Hour,* yesterday. Occasion marked 10th year with same sponsor, Giant Tiger stores.

► Walter L. Dickson, vice president in charge of operations for Hildreth stations in Maine, has entered 20th year with WABI Bangor.


FROM SUPPLY TO DEMAND

Tops in Towers



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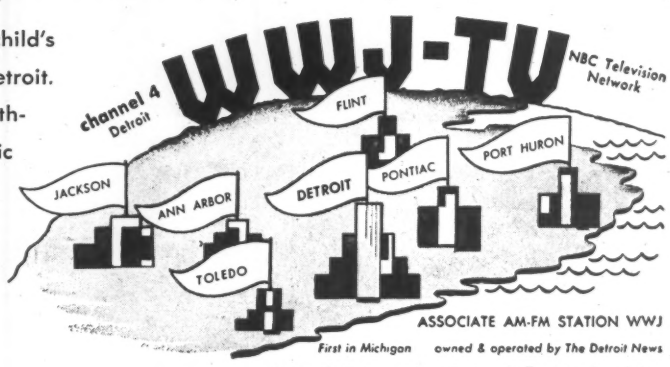
# THE IMAGE OF
# BELIEVABILITY

Believable as the re-awakening of nature, a child's wonder, a mother's love. That is WWJ-TV in Detroit. Eleven years of superior television service to southeastern Michigan—strict adherence to the public interest—have given WWJ-TV such dominant stature that every advertiser enjoys a priceless advantage, every product a cordial acceptance that quickly leads to sales.




ASSOCIATE AM-FM STATION WWJ

*First in Michigan* *owned & operated by The Detroit News*

National Representatives: Peters, Griffin, Woodward, Inc.

## MONDAY MEMO

*from* **BEA ADAMS,** *vice president, radio-tv, Gardner Adv., St. Louis*

# Don't lose your commercial message in a maze of elaborate production

There is evidence that tv advertisers, in this economy-conscious year, will spend even more for their commercials. Why? Because they've found it's the commercial that makes their advertising investment pay off.

So far so good. But where is the extra money going? Judging by some, it's going into more elaborate production. I question that that's where it ought to be going.

Certainly, the tv commercial must be created with the reluctant consumer in mind. But does it follow that this must then be the age of the elaborate production, the commercial spectacular? That seems to be the general idea—and I say, watch it! You just *could* be frightened into creating commercials so stupendous they'll go out into space without ever making contact with the coveted consumer. Some will make a big noise and not even get into orbit.

When an unstupendous fellow like Lawrence Welk can rate a terrific listenership, when an easy-going guy like Como can keep packing 'em in, when the lonely westerner and the father-who-knows-best can continue to corral viewers, I wonder if there isn't some hidden power in simplicity.

Isn't there a danger, in this tighter economy, of trying so frantically to achieve the terrific that we lose sight of the target? Isn't there a danger of getting so panicky that we forget the two basic ingredients that give a tv commercial its power to persuade?

The two ingredients to which I refer are (1) The Big Promise and (2) The Common Touch.

The Big Promise—the basic selling proposition—is the core of your commercial. Maybe it's something tangible that you can demonstrate dramatically. Right now, in one tv commercial, a watch is being battered about in a mixer and sloshed around in a tank of water to demonstrate how shock-proof and water-proof it is. It's dramatic. And believable. But what I miss is the connecting link—the things that happen in a consumer's life to make such a watch wantable.

Sometimes the Big Promise isn't so tangible. Sometimes you must demonstrate with feeling rather than fact. The current Zest commercials are good examples. There is no demonstration of product-ingredient. But there is undeniable demonstration of consumer benefit—the Big Promise. What you get out of the Zest commercial isn't fact, but feeling. A promise of something wonderfully refreshing, even though you can't put it into words.

Always, the Big Promise must begin and end with the consumer, with what the consumer wants and why, and how your product can satisfy those wants and why. Too many commercials seem to be more the product of shotgun weddings than planned parenthood because the Big Promise is given with such reluctance.

The Big Promise is the specific benefit. The Common Touch is what transforms the commercial from intruder to friend. For both you need a tremendous amount of human understanding. I've said this before, and I guess I'll never stop saying it: You can know your product from here to hereafter, but you'll never create great commercials until you know your customer at least as well. Advertising's big job is to make contact with hidden desires.

### MEETING THE MIDDLE MILLIONS

When you can begin to see your product and its potentials through the eyes of the Middle Millions, when you really understand these people who buy most of the things that most of the people have to sell, you'll find many ways to put the Common Touch into your tv commercials.

One way is with words. Not the crunchy kind you'd feel silly using face to face. But the warm, pungent kind. Words that by their shape and sound and association have meanings for the Middle Millions. Meanings beyond dictionary definitions.

Having the right words, you'll see that they're delivered right, too. By the right person. Not someone with a pretty face and dandy diction, but someone who can project the Common Touch. And that calls for more heart, less hammer, more naturalness, less oration.

And that brings us to the tv commercial family, the people who eat the food, wax the floors, shampoo the hair. Again your casting must be done with the Middle Millions in mind. Select people who can help the viewer get personally involved. Your best consumer should be able to recognize himself in your commercial—or someone he'd like to be, or like to know. Please, let's have a little less accent on glamour, a little more accent on consumer identification.

That same bit of advice applies to clothes, props, settings and, above all, what happens on the screen. Is it natural? Is it real? Does it touch the consumer's life, if only the reachable day-dream part of it? It should.

Although I've talked about words first, the vital video really comes first. And this isn't a solo job. Writer, art director, producer—all should work together thinking it out, dreaming it out, acting it out, always keeping in mind the exciting tools of the medium—camera angles, lighting that contributes its own special magic, nostalgic sounds, music that gives your words or pictures added emotional values.

Sometimes it's best to shoot film without a script, or at least to shoot the film before you cut the sound track. This is especially desirable when you want to show babies or dogs, because who can predict what memorable things the camera will catch? The audio can always be written to fit. And I suspect, if we had more time and faith, more tv commercials would be produced this way, and would hit new potency.

Amidst all of 1958's commercial spectaculars, I predict that the simple, slice-of-life commercial with the Big Promise and the Common Touch will win by more than a whisker.

*Bea Adams, b. Belleville, Ill. First job in direct mail advertising there. Then to St. Louis and Stix, Baer & Fuller department store ad department. Miss Adams next wrote fashion column for* St. Louis Star-Times *under name Frances Faye. Joined Gardner Adv. in 1935 as copywriter, became successively member of executive committee, member of board of directors, creative director. Now v.p. and radio-tv creative director. Past president, Women's Ad Club of St. Louis. Named Ad Woman of 1950. Member Gamma Alpha Chi, Theta Sigma Phi.*

## Seven-Year Hitch

THE questioning of FCC Comr. Robert T. Bartley by members of the Senate Commerce Committee last Wednesday was gentle enough to suggest that Mr. Bartley's nomination to a second term on the FCC will not be obstructed.

There is no reason that it should be.

In the six years he has served as a commissioner, Mr. Bartley has compiled an enviable record of principled consistency in an agency where principle and consistency sometimes have been subordinated to other considerations. We have not invariably agreed with Mr. Bartley's views. We doubt that we will invariably agree with his future decisions.

But for the good of broadcasting and the people it serves, Mr. Bartley should be promptly confirmed for reappointment to a full, seven-year term. He is a man who can be trusted to vote his conscience even when it conflicts, as it often does, with the votes of an FCC majority.

## Radio and ASCAP

RADIO broadcasters everywhere can take heart from the earnestness displayed by a little band of them when, 10 days ago in Los Angeles, they met to organize for the forthcoming ASCAP radio music license negotiations.

The group was small in size, totaling about 100, but it was big in determination to stand up and fight for the best deal radio can get. These were men who remembered—many of them from first-hand experience—the time nearly two decades ago when ASCAP's outlandish demands forced them to go for months without ASCAP music and, in self-defense, to organize their own Broadcast Music Inc.

The terms finally negotiated in settling that unpleasantness are now, after an automatic renewal nine years ago, about to run out. The contracts expire Dec. 31 of this year.

To conduct radio's negotiations for new licenses, the group at Los Angeles authorized the formation of an interim committee, headed by Robert T. Mason of WMRN Marion, Ohio. This will lead into a permanent committee after a ballot in which all radio stations are eligible to vote. The only voting strings attached are that a station must agree to help underwrite the committee's legal, research and other expenses.

Stations can hardly wish to do less. The committee's job is a back-breaking one. To get lower ASCAP rates—and there was no question after the Los Angeles session that a rate cut is what the broadcasters are driving for—will not be easy. As Dwight Martin of WAFB-TV Baton Rouge pointed out to the radio group, on the basis of two protracted negotiations for ASCAP tv licenses, the broadcast contracts are financially the most important ones ASCAP has, and ASCAP consequently will do its utmost to get the best deal it can.

Mr. Martin made another point. If broadcasters give their committee anything less than "unqualified support," the committee's difficulties will be multiplied. Broadcasters should not let this point escape them. They should remember, too, that they are not bound to accept whatever terms the committee finally recommends. They can accept or reject as they wish, and—happily—they can ask the courts to set the fees if that seems the only way to get reasonable terms.

## Propaganda and ASCAP

THE broadcasters who are now preparing to negotiate new radio contracts with ASCAP have an advantage they would have lacked if the negotiations had begun a few months ago.

The advantage is that the ASCAP campaign to discredit if not outlaw BMI, ASCAP's only significant rival in music licensing, has begun to crumble.

For this happy circumstance broadcasters may thank Rep. James Roosevelt (D-Calif.) and Sen. George Smathers (D-Fla.), though for entirely different reasons.

Drawn for BROADCASTING by Sid Hix

*"Well, we're one account who can talk about making a switch without giving you agency boys the jitters!"*

Rep. Roosevelt was chairman of a House Small Business Subcommittee which, after hearing several ASCAP members complain of discrimination among the membership, requested the Dept. of Justice to investigate the organization.

Sen. Smathers is the author of a bill to prohibit broadcasters from engaging in music publishing or in the phonograph record business. Although it did not so specify, the bill was intended to knock the pins from under BMI.

Hearings on the Smathers bill have been held, off and on, for weeks. They began with witnesses recruited by ASCAP leaders and with testimony which gave a false, indeed fraudulent, impression of monopoly domination of music by television and radio. That impression was later overcome by witnesses presented by BMI.

As of now, the record compiled by the Communications Subcommittee of the Senate Commerce Committee shows clearly that BMI and ASCAP are in healthy competition, that if either is in a position of dominance it is ASCAP, that if a danger of monopoly exists it would only be intensified by any artificial weakening of BMI.

This turn of events is not what Sen. Smathers expected when, at the urging of who knows what ingenious ASCAP members, he introduced his bill to scuttle BMI. Yet, as we say, Sen. Smathers has done broadcasters an inadvertent service by triggering a full presentation of the ASCAP-BMI case.

Having done so, he would be making a graceful gesture if he withdrew his bill, although that action is hardly necessary to assure its death. It has already been proved invalid by the testimony it provoked.

## No License for Hooliganism

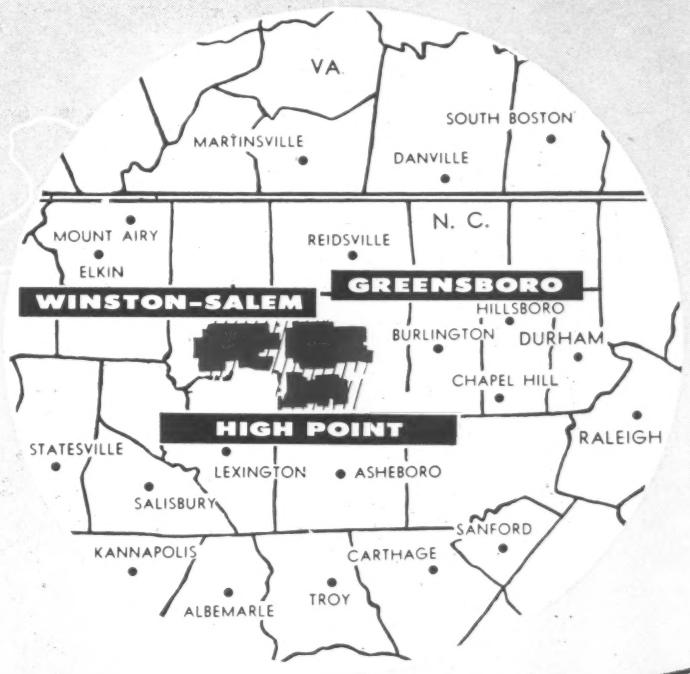
FOUR years ago striking members of NABET sabotaged the equipment of KPIX (TV) San Francisco. It was an effort at bargaining by violence. Both before and after the KPIX incident, NABET and other unions had resorted to goon-gang tactics.

The FCC suspended the licenses of three of the KPIX operators for 90 days. An appeal was taken. The U. S. Court of Appeals in Washington now has held the three guilty of "highly sophisticated sabotage" and ruled that a labor dispute is "no license for hooliganism."

The immorality and illegality of sabotage in broadcasting, long established legislatively, is now confirmed by high court decree. Unions can no longer contend they are not responsible for the acts of their members. If they cannot control membership their usefulness as unions would seem to end.

North Carolina's

# INTERURBIA

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(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map section of the State

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